



# BeckTek Journal

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"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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"OK, always wait until they're away from mirrors. We want love, not narcissism."

**Is there an article you want to comment on? A topic you want me to research? Have a funny story or a resource you want to share with others?**

Send it to me - We are always looking for new and useful content to add to the BeckTek Journal

Scott Beck  
[scott.becktekjournal@becktek.ca](mailto:scott.becktekjournal@becktek.ca)



## Pop Quiz: You Just Discovered One Of Your Employees Had Their Smartphone Stolen... Quick, What Do You Do?

Over the last couple of months, we've come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place. The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.

In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent "remote wipes" of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That's why it's so important to take measures to lock down and secure any mobile devices you and your staff use to access your company's network.

Here are just a few steps you can take now to be prepared:

1. **Strong Passwords.** Enforce a strong mobile-device password policy and make sure your employees can't leave devices unlocked and vulnerable.
2. **Enable Device Wiping.** Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.
3. **Have A Plan In Place.** If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!

Get More Free Tips, Tools, and Services At My Web Site: [www.becktek.ca](http://www.becktek.ca)

## Win With BeckTek Trivia

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



Nathalie Gautreau  
New Brunswick Pharmaceutical Society

She correctly answered the question from last month: The introduction of New York's New Year's Eve Ball in 1907 was a result of

The correct answer was :  
c) a ban on fireworks.

**Now, here's this month's trivia question. The winner will receive a Night at the Movies.**

**According to Hallmark, the No. 1 card-giving holiday is**

- a) Mother's Day,
- b) Christmas,
- c) Valentine's Day.

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 and announced in next months newsletter. \*\***

## How Long Do Hard Drives Really Last?



One-hundred percent of all hard drives will eventually fail. This is a fact. Some will fail prematurely due to manufacturers' defects while others will fail because a mechanical part finally wears out. **The question is, how long until that happens?**

Online backup provider Backblaze.com has kept 25,000 consumer-grade hard drives constantly running for the last four years, diligently noting whenever a hard drive breaks down. The results are very interesting.

- ♦ **Ninety-two percent of all hard drives will survive the first 18 months.** These failures are typically due to manufacturers' defects (oftentimes called the "lemon effect"). Hard drives' warranties are typically one to three years, which is basically the manufacturers saying that they are only on the hook to replace the lemons.
- ♦ **During the next 18 months, only a very small percentage of drives (~2%) will fail.** These failures are from random "unlucky" issues and occur rarely anytime during the life of the drive.
- ♦ **Beginning in year three, hard drives start to wear out due to usage.** They are simply mechanical devices that are getting old. 80% of drives will make it to year four and then they drop off at about 12% or more per year thereafter.
- ♦ The failure rate is essentially a U curve with most failures very early on or after the three-year mark.

### So, What Does This Mean?

**Simple.** Back up your data. With a 1-in-10 chance that your hard drive dies in the first three years of its life and an accelerating chance of failure after that, there is no excuse for being caught without a solid backup. Ever.

**Make a plan.** Build equipment replacement into your budget at least every four years for most devices, with a 10% equipment-replacement expense built in over the 1st year and then again starting in year three.

As for that 10-year-old PC in the back room still running Windows XP and your most critical reporting software, the clock is ticking ...



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## Shiny New Gadget Of The Month:



### FitBit

It's the No. 1 New Year's Resolution – lose weight and get in shape. And by now you are either well on your way to achieving that resolution or you have gotten sidetracked and are back to your old ways. Either way, this little gadget can help you. Whether you want to get on track or just stay there, the FitBit One™ can keep you in line.

This little device uses Bluetooth technology to track and report your steps, distance, calories burned and stairs climbed. Come nightfall, it measures your sleep quality, helps you learn how to sleep better and wakes you in the morning. You can even sync it with a smartphone app to track the food you eat and other activities you perform that burn additional calories.

For just \$99.95 it's a great companion to help keep you motivated and on track with your fitness goals. Remember Pearson's Law: "That which is measured improves. That which is measured and reported improves exponentially." Check it out at <http://store.apple.com/ca/product/HA524VC/A/fitbit-one-wireless-activity-sleep-tracker>

## Workout with Tony Horton



At the January TMT peer group meetings in Nashville the special guest speaker was Tony Horton, an American fitness trainer best known for the boot camp style P90X home fitness program. Tony invited us join him for a workout early in the morning on the day he was to speak to the group.

Not being the fittest, the thought of working out in public was a bit scary, however I figured I would give it a try. Tony started by telling us we would be doing his new P90X3 workout which he designed for the military (He called it "The Warrior" workout) and it was going to be 30 minutes in length. He took us through stretches, yoga and then exercises. After 30 minutes I was tired, winded but satisfied to have made it. Then he said the warm ups were over and it was time to start...oh crap...we hadn't started yet?? When showing us each exercise there was also a modified version for those needing a lower level (excellent, no handstands or crazy moves expected from me!!). I will be honest; my personal goal was to survive 10, maybe 15 minutes so I could say I had at least tried. BUT I MADE IT!! I completed the whole workout—I was pumped (tired, winded, sore...but pumped!!).

As a speaker, Tony was funny, inspirational and VERY motivating. He talked about his early life and how he wasn't athletic growing up. Moving to California to chase his dream of acting he became fascinated with the gym scene; hoping improved fitness would help him land acting roles and meet girls!! Eventually his new fitness regime led him to training celebrities, the first one being Tom Petty.

Regarding nutrition he stressed the importance of eating properly. He pointed out that every meal is either your meds or your poison. He said to look down at your plate and ask yourself "would my great great grandparents be able to tell what this food is?" If not, you shouldn't be eating it.

Tony shared his driving desire to continuously improve himself—in business, health and life. How he enjoyed reading self help books and attending seminars to learn new things. In order to get better personally, you need to learn a new skill and then practice the crap out of it so you can eventually walk the talk!!

His advice for achieving fitness and healthy living:

- 1) Know why you want it and have purpose.
- 2) Variety - to change up your workout routine so you don't plateau
- 3) Consistency - make a schedule and stick with it.
- 4) Intensity - keep pushing yourself to improve
- 5) To find like-minded people to help hold you accountable.

Pretty sound advice in the business world as well, wouldn't you agree?

**Anthony Sawyer "Tony" Horton, Jr.** is a personal trainer with celebrity clients such as: Tom Petty, Billy Idol, Bruce Springsteen, Usher and Ewan McGregor. He has developed workout plans for many health and fitness magazines and tailored workouts for television programs. Prior to his P90X success, He served as spokesman for NordicTrack exercise machines. He is on the Board of Directors of [GO Campaign](http://www.gocampaign.org), a non-profit that supports orphans and vulnerable children around the world.

## The Lighter Side: Amazing Facts About Love



February is traditionally love month, so here are some random love facts (or myths) that might surprise you:

1. People are more likely to tilt their heads to the right when kissing instead of the left (65% of people go to the right!).
2. Falling in love can induce a calming effect on the body and mind and raises levels of nerve-growth factor for about a year, which helps to restore the nervous system and improves the lover's memory.
3. Love can also exert the same stress on your body as deep fear. You see the same physiological responses – pupil dilation, sweaty palms and increased heart rate.
4. Philadelphia International Airport finished as the No. 1 best airport for making a love connection, according to a recent survey.
5. Men who kiss their wives in the morning live five years longer than those who don't.
6. The tradition of the diamond engagement ring comes from Archduke Maximilian of Austria who, in the 15th century, gave a diamond ring to his fiancée, Mary of Burgundy.
7. People who are newly in love produce decreased levels of the hormone serotonin – as low as levels seen in people with obsessive-compulsive disorder. Perhaps that's why it's so easy to feel obsessed when you're smitten.
8. According to mathematical theory, we should date a dozen people before choosing a long-term partner; that provides the best chance that you'll make a love match.

## How To Unlock The Secrets Hiding In Your Web Site Report

Web site reports can tell you a LOT about the visitors to your web site IF you know how to read them. Here's a quick lesson on how to decipher those reports ...

### Hits vs. Unique Visitors

It's been said that "hits" is short for "How Idiots Track Sales." Total hits is a deceptive number because a single visitor on a single page could easily pull a dozen files or more.

We focus on "unique visitors," the best indicator of how many individual people are actually visiting your site. If your number of unique visitors is extremely low, it's either a sign of weak marketing or a technical issue. Note however that 61.5% of web traffic is via "bots" (non-human traffic) searching the web.

### Browsers

What web browsers are visitors using when coming to your site? There are many browsers in use today, including mobile browsers. You need to test that your site works with all the browsers identified in your reports.

### Exit Page

Your "Exit Page" shows the last page someone is at before they leave your site. If you're not getting visitors to "convert" to a customer or lead, take a closer look. There may be a technical issue, a bad web site headline, no offer, slow-loading graphics or confusing copy. Something on this page is making your visitors leave without doing what you want them to do.

Experiment with various headlines, offers and designs until you find something more successful.

### Update Keywords and Keyword Phrases

Be sure your web site keywords line up with the words people use when searching for products or services you offer. Keeping these aligned will allow you to optimize your conversion rate and minimize your expenses when using pay-per-click search-engine marketing.

## Free Report Download: If Your Business Can't Operate Without Your Electronic Data You Need To Read This....



### You will learn:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any off-site backup service.
- 3) Where many backups fail and give you a false sense of security.
- 4) The number one cause of data loss that businesses don't even think about until their data is erased.

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