

### Happy Love Month

In January I attended my IT Mastermind group meetings, this time in Orlando Florida. Had the pleasure of hearing from a couple of powerful speakers: Dr. Sean Stephenson and Doug Lipp a former executive at Disney University. Be on the look out for Blogs posts on my take aways from these amazing sessions.

February is also the month of Love. Don't forget your Valentine!!

If you are a business owner or executive you should also be showing some love to your corporate data. Are you backing it up? Are the backups tested monthly? Are you ensuring your systems are updated regularly? Anti-Virus up to date? Firewall updated and patched?(and modern...old firewalls offer little to no actual protection against hackers) If you are a BeckTek client the answer to the above questions are yes and rest easy knowing your data is feeling the love.

## February 2017



This monthly publication provided courtesy of Scott Beck, President

“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!”



**W**hen a network of Internet of Things (IoT) gadgets like routers, DVR machines and closed-circuit TVs can take down hardened, well-provisioned Internet giants like Twitter, Spotify and Amazon – as happened last October – you've got to think twice before moving your data to the cloud.

Yes, a move to the cloud can yield big payoffs in terms of cost savings, increased efficiency, greater flexibility, collaboration for your workforce and more. Yet there is a dark side. It would be naive to think otherwise. Your choices about whether and how to use cloud technology in your network merits serious consideration.

### *So, just what is “the cloud”?*

Instead of constantly buying new equipment and software, cloud computing allows you to pay for just what you need. Just as with a utility company, you get software and storage on a monthly basis, with no long-term contracts. Chances are, most of the software you now use is

# Cloud Computing: Good, Bad & Ugly

cloud-based. You simply access it on a pay-as-you-go basis.

Similarly, you can store data in the cloud, where it can be easily accessed when you need it. This reduces the need to buy and manage your own backup gear and software, thus reducing overhead. Yet, as with any major decision, it's critical to be aware of both the benefits and pitfalls of putting your company's data in the cloud.

### *The Pros*

There are three major advantages offered by cloud computing:

1. **Flexibility.** Scaling up or down can be done without major investment or leaving excess capacity idle. It also enables your entire workforce to get more done, where and when they need to.
2. **Collaboration.** With data and software in a shared cloud environment, staff can collaborate from anywhere.

*continued on pg2*

Everything from HR to accounting, and from operations to sales and customer relations, can be managed from diverse and mobile environments, giving your team greater power to collaborate effectively.

### 3. Disaster Recovery.

Typically, data stored in the cloud can be easily retrieved in the event of a disaster. It also augments local backup and recovery systems, adding protective redundancy.

### The Cons

While the cloud offers obvious benefits, it also increases your company's potential "attack surface" for cybercriminals. By spreading your communications and access to data beyond a safe "firewall," your network is far more exposed to a whole bevy of security concerns. Many of them can be addressed with these three best practices:

#### 1. Social Engineering Awareness.

Whether you go cloud or local, the weakest link in your network is not in your equipment or software; it's in the people who use

them. Cybercriminals are aware of this fact. And you can count on them to come up with an endless variety of ways to exploit it. One day it's a phone call ostensibly from your IT department requesting sensitive data, the next it's an e-mail that looks official but contains malicious links. Make sure your employees are aware of and trained to deal with these vulnerabilities.

*Keep verifiable anti-malware software in place throughout your network at all times."*

#### 2. Password Security and Activity Monitoring.

Maintaining login security is absolutely critical any time you're in a cloud environment. Train your staff in how to create secure passwords and implement two-factor authentication whenever possible. Take advantage of monitoring tools that can alert you to suspicious logins, unauthorized file transfers and other potentially damaging activity.

#### 3. Anti-Malware/Antivirus Solutions.

Malicious software allows criminals to obtain user data, security credentials and sensitive information without the knowledge of the user. Not

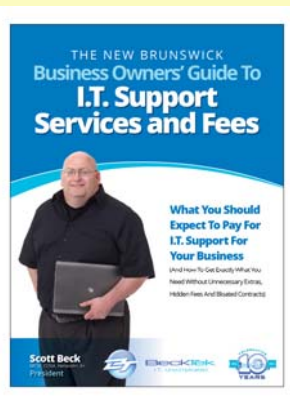
only that, some purported anti-malware software on the market is actually malware in disguise. Keep verifiable anti-malware software in place throughout your network at all times, and train your employees in how to work with it.

### Free Cloud Readiness Assessment Reveals Benefits And Pitfalls For Your Company From A Move To The Cloud

During the month of February, we're offering a FREE Cloud Readiness Assessment for any company with 10 or more computers and a network. We'll come to your office and conduct a complete review of your computer network, data, software and hardware and how you work. We'll then give you helpful answers and insights about cloud computing for your business – all at no cost or obligation to you.

**Claim your free Cloud Readiness Assessment today at [www.becktek.ca/readyforthecloud](http://www.becktek.ca/readyforthecloud) or give us a call at 506-383-2895.**

## Free Report Download: The Business Owner's Guide To IT Support Services And Fees



### You will learn:

- ◆ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ◆ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ◆ Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- ◆ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

**Claim Your FREE Copy Today at [www.becktek.ca/buyersguide](http://www.becktek.ca/buyersguide)**

## Shiny New Gadget Of The Month



## Handheld? Console? No, It's...Switch!

Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

## 3 Ways Leaders Build Trust In Their Teams

Warren Buffett once famously said, "It takes 20 years to build a reputation and five minutes to ruin it." While that may be true of public perceptions held by those outside of an organization, a leader's reputation within their company should be far more stable – as long as that person is working daily to build a reputation among team members as dependable and trustworthy, that is.

Trust is contagious. If team members are to become more honest and reliable, a leader needs to start by demonstrating those qualities. Building trust within an organization must be intentional. When leaders get it right, it boosts productivity, increases positivity and builds positive relationships throughout the company.

Here are three steps to building trust within an organization:

### Do What You Say

This is the foundation. It may seem obvious, but not following words with actions is often the first mistake leaders make. Because there is not always someone holding the person in charge accountable, it can be easy for higher-ups to feel entitled to do something other than what has been promised. Let's face it – employees can be too intimidated to call out the boss (out loud to their face, anyway).

A leader should always be honest and reliable in their words and actions – even when it comes to things as simple as showing up to meetings and sticking to agendas. People are watching, and it matters to them. If team members feel they can't trust someone on the small stuff, there's no

way they'll trust their supervisor with larger or more important things.

**Ask About the Personal Things**  
It can be difficult to know whether someone deserves a celebration or needs help without making it a point to find out what's going on with team members. Setting up a recurring time to ask how things are going can encourage people to share.

Some may be reticent to voice personal information at work, but there are ways to open the conversation. Ask questions like "What were your personal highs and lows over the past week?" If a team member has difficulty opening up, lead by example. Sharing a personal story first demonstrates that you have sufficient trust in your team to share their personal lows. Then team members will be more likely to follow.

### Learn Together

Nothing works to build trust in a team as much as learning together does. Find opportunities to travel to a seminar, go to trade shows or even hold recurring lunch-and-learn meetings with a different leader each week. The benefits of traveling and learning together are numerous, but the most important, positive outcome just might be the deep trust that can develop through those shared experiences.

Trust is essential in order to have a healthy organization – between executives, team members and among the entire staff, no matter how large or small. By being an active participant, and staying reliable and open, leaders help their teams work more efficiently and with greater passion for their work.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.



## The Lighter Side...

### Funny Love Quotes



There is a place you can touch a woman that will drive her crazy. Her heart.  
~ Melanie Griffith

Love is grand; divorce is a hundred grand. ~Anonymous

I was nauseous and tingly all over. I was either in love or I had smallpox.  
~Woody Allen

Forget love, I'd rather fall in chocolate.  
~Anonymous

The great question... which I have not been able to answer...is, "What... does a woman want?" ~Freud

Marriage is the triumph of imagination over intelligence. Second marriage is the triumph of hope over experience.  
~Samuel Johnson

An archeologist is the best husband any woman can have; the older she gets, the more interested he is in her.  
~Agatha Christie

Gravitation cannot be held responsible for people falling in love. ~ Albert Einstein

You can't put a price tag on love, but you can on all its accessories. ~Melanie Clark

Before you marry a person, you should first make them use a computer with slow internet service to see who they really are. ~ Will Ferrell

## Quote of the Month:

"If you hang out with chickens, you're going to cluck and if you hang out with eagles, you're going to fly."

~ Steve Maraboli

**Do What You Do So Well  
That People Can't Help Telling Others About You**

## What We Are Reading

If you were faced with a situation, personal or business, would you be able to change to save yourself?

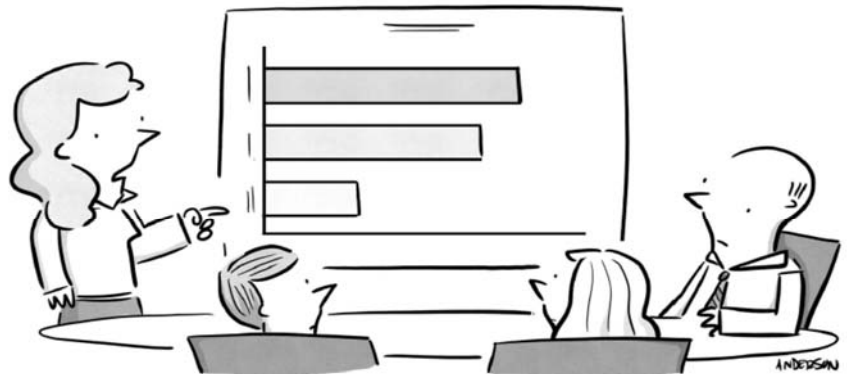
This is the question presented by Alan Deutschman. He lays out and debunks age-old myths about how to make changes in your life, your business or your industry.

His message empowers the reader with three keys to making a change successful- relate, repeat, reframe. He clearly demonstrates how anyone can achieve true change, if you want to. Powerful for your business and personal life.

**Be the first to email me the title of the book at [scott.book@becktek.ca](mailto:scott.book@becktek.ca) and I will send you a free copy of the book.**



© MARK ANDERSON, WWW.ANDERSTOONS.COM



"Serendipity is up, fluke is doing well, but I'm a little concerned about our dumb luck."