



Dr. Ned Hallowell

My February TMT Peer Group meetings in Nashville got off to a rocky start. I left Moncton in a snow storm and landed...in a snow storm!! Weather aside, it was a great few days of learning about new marketing concepts, ways to increase productivity and the latest security threats. Dr. Ned Hallowell, the World's Top Expert on ADD/ADHD, spoke on how in today's modern workplace it's not uncommon for Business Owners and Executives to exhibit some of the same traits as people with ADD – caused by the many ways information is flowing to us in the connected workplace. Watch for my upcoming Blog Post – Driven to Distraction in the Workplace – for more info

## March 2016



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“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!”



Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. – 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering.

What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/swimsuits, mature, nudity,

# Relying on a Good Luck Charm for Security?

pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media.

Web content filtering is now crucial to network security – not to mention employee productivity – in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

### Inline Web Filtering

One way to filter web content is to control it at the entry point or gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is

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access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline filtering not only saves bandwidth, it goes a long way toward mitigating cyber-threats. For securing activities that take place within your network, it's a critical and potent strategy.

*“Any employee can carry an infected machine into and out of your company's building and network on any given day.”*

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack.

And any employee can carry an infected machine into and out of your company's building and network on any given day, exposing your entire

network to infections. And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

### Endpoint-Based Web Filtering

Endpoint-based filtering protects employee devices from infections, no matter where they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be internal network-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that

web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-

based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

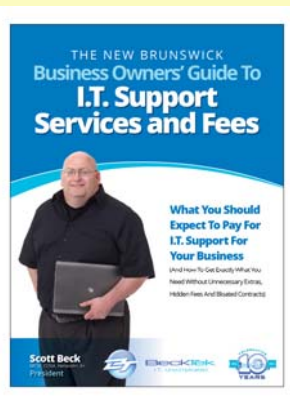
### Forget the Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure?

Contact us today at **(506) 799-2100** or **offer@becktek.ca** for a customized Web Content Filtering Review and Analytical Report. But don't delay – we can only serve the first 10 companies who take us up on this “lucky” offer.

## 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.

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## Shiny New Gadget Of The Month



## New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend.

It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance.

Learn more at [Concur.com](http://Concur.com).

## 5 Ways To Reduce Stress In Seconds

Life is stressful, especially if you're in a start-up or are an entrepreneur. The techniques below help force me to relax and chill out when I over-schedule, under-sleep and freak out.

### Breathe.

Yep. We all do it until we're dead. But most of us don't do it right. Stress tends to make us shallow breathers. When you're stressed, stand up and take long, slow, deep breaths – the kind you take before jumping into a swimming pool of cold water, or before giving your kids “the sex talk,” or asking your boss for a raise. Slow inhale, slow exhale. Do this at least five times. If you get dizzy, sit down. You're probably not used to that much oxygen.

### Laugh out loud.

If there's nothing funny in your life or office, turn to YouTube. Search on “Cats, Fail” or “Epic Face Plant.” You'll find lots to laugh out loud at. If you're not near the Internet, think about something funny.

### Put things in perspective.

I used to think noises and distractions outside my office were annoying and stressful. Then Hurricane Sandy hit and suddenly I was walking to a shelter every day and working at a table with six other people. It put a lot of things into perspective. So did going from a net worth of millions to a net worth of whatever coins I could find in the couch, my ashtray and my daughter's piggy bank. Think of the

worst thing that's ever happened to you or someone you know, and put your stress next to that.

### Change location.

Being able to teleport to a hot tub or a deserted beach somewhere would be awesome, but until that technology is available, the break room or bathroom will have to do. If that sounds depressing (and it does, doesn't it?), then step outside instead. Walking to the vending machine or coffeepot, or taking the elevator to another floor and wandering around pretending to be lost, is an option. The point is to change locations and get away from the place (or person) stressing you out. The walk there and back, and even a different environment, can reduce stress in a matter of minutes.

### Stretch.

Yeah, crazy, right? But it works. Stand up and stretch. Move to a doorway and push on either side of the door frame. Twist. Sit down and put your legs out in front of you and point your toes. Find a stairwell and do some standard runner's stretches. Google “stretching” to find something if you've put your high school gym class behind you.

No technique is going to work if you've let stress build up. The minute you start to feel stressed, address it head-on. Then figure out what's causing the stress and eliminate it as much as possible.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next *E-Myth!*” For more information, visit [www.mikemichalowicz.com/](http://www.mikemichalowicz.com/).



## BeckTek Trivia Win a \$25 Gift Card !!

What Holiday does not occur during Spring?

- A) St. Patrick's Day
- B) Father's Day
- C) Easter
- D) Mother's Day

Email your answer to:  
[wendy@becktek.ca](mailto:wendy@becktek.ca)

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

Last month's winner was:

**Nicole  
Babineau Appraisals**

She correctly answered the question from last month:

Gaming technology has given us a host of beloved characters. Who of the following does NOT come from Nintendo®?

- C) Sonic the Hedgehog™

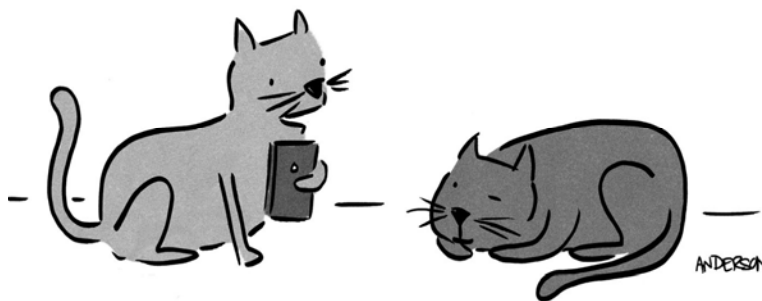
## The revolution has begun – and it's right on your wrist.

It began with the Apple Watch and its gentle "taps" for reminders. Now, a whole new wave of digital technology known as "haptics" lets you literally *feel* what you're working with. Imagine an employee skillfully maneuvering a precision machine in a distant factory. Or a surgical resident actually feeling what it's like to operate on a patient's brain – with no real patient in danger. Lechal, for instance, makes footwear that works with a smartphone app to help with navigation. Set your destination and your left or right shoe vibrates when it's time to turn in that direction – especially useful for the visually impaired. And this is just the beginning... *-Inc. magazine*

## Avoiding the "Bad Apple" has the greatest payoff.

An apple a day... You know what Grandma always said, and now scientists agree. A recent working paper from Harvard Business School revealed that simply avoiding a "toxic worker" doubled returns compared to hiring someone in the top 1% of productivity. The estimated cost of hiring a "rotten apple" added up to \$12,489 in worker turnover. And that doesn't even include potential litigation, regulatory penalties and reduced employee morale. The benefit of hiring a superstar? Just \$5,303... One bad hire could simply prompt an early fire and rehire... Yet, at the other extreme, it can cost a company billions of dollars, as in the case of JPMorgan's London Whale. When hiring, best you listen to Grandma's advice about apples. *-Harvard Business Review*

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"I just got an app that shows me all the invisible fences in the neighborhood. Wanna go have some fun?"



## What We Are Reading

Many people get so wrapped up and focused on achieving their goals or acquiring the next "big thing" that they don't take the time to enjoy what is happening in the "now".

Steve takes the concept of "stop to smell the roses" to a whole new level, providing practical principles to put you on the road to success.

He breaks down easy to follow concepts to help readers choose what they do, why they do it and who they do it with. He points out YOU are in charge of your happiness and state of mind. Only YOU can decide to let life's challenges bring you down and distract you from positive thoughts and life enjoyment. It certainly reminds you of what truly is important in life.

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