



# TECHLORE

“Insider Tips to Make Your Business Run  
Faster, Easier and More Profitable”

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“As a business owner,  
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 finally and  
forever!”  
- Jim Stackhouse  
NeoLore Networks Inc.

## Missing Just One Of These Could Instantly Open Up Your Computer Network To A Cyber Attack

Welcome to the brave new  
world of cyber-warfare.

Gone are the days when  
software patches were just  
for nifty little feature add-ons  
or updates.

Today, a software update  
notice could mean your  
whole computer network is  
suddenly at risk. Dangers  
include data theft, crippling  
malware attacks and mischief  
you may not discover for

months, or even years...

As with graffiti on your  
garage door, if you don’t pay  
attention and clamp down on  
bad behavior, your problems  
have likely just begun...

Those who hire a  
professional security firm to  
keep thieves out of the  
warehouse, thousands of  
CEOs and business owners  
are now waking up to the fact  
that it’s absolutely imperative  
to hire a pro when it comes to  
securing your data network.

Here’s why you need a  
professional handling this:

### #1: Speed is of the essence.

“If you didn’t update to  
version 7.32 within seven  
hours, you should assume  
you’ve been hacked.” That’s  
what software maker Drupal  
told millions of its customers  
around the world last year.  
It’s just one example of what  
can happen if you don’t  
respond with lightning speed.

Once a security breach has  
been identified, hackers rush  
in. On “Day Zero,”  
cyber-crooks around the  
world go after at-risk targets.  
You’ve got to be quick to  
patch the gap, or else you  
risk a system compromise.

Unless you have the time,  
knowledge, experience and

tool set to respond instantly,  
you are far better off leaving  
this to a professional IT firm  
you can trust.

### #2: It’s not just the big boys they’re after.

Sure, the top news stories  
are about the attacks on  
companies like Target, Home  
Depot and Sony...

Yet your business is just as  
vulnerable, if not more so.  
Chances are, you simply do  
not have the resources that  
giant corporations have to  
manage a data disaster. The  
statistics bearing this out are  
shocking: more than 60% of  
small businesses close their  
doors following a serious  
data breach.

*Continued on page 2*

## REFER A FRIEND



**We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of December**

Refer any company with 15 or more computers to our office to meet with us so we can show them the Way I.T is Supposed to Be! If your prospective referral decides to become a NeoLore Client, we will give you either \$100 off your monthly service fees OR a chance to win a chance to win a trip to Havana, Cuba!

**Simply call us at 613-594-9199 or e-mail us at [www.neolore.com/referral](http://www.neolore.com/referral) with your referral's name and contact information today!**

*page 1 continued...*

The threat is not confined to giant corporations. Small and medium businesses are being attacked every day, and, unfortunately, your business is no exception.

### **#3: Dealing with data breaches requires specialized knowledge, skill and experience**

Here are just a few of the things a competent data guardian must be able to do to effectively protect your systems:

**Review documentation and monitor forums.** Sometimes your software vendor doesn't tell the whole story. It's critical to check online forums and other communities to see if

anyone else is having issues with the new patch before jumping in with both feet.

**Know when to apply a patch immediately and when to wait.** Typically, somewhere around 95% of patches work hassle-free. The trick is to spot the 5% that don't — before installing them. This requires identifying unique patching requirements, and applying exceptions accordingly. For instance:

Does the patch deal only with a security issue? Or does it just add new features or fix non-security-related bugs? Obviously, security issues get top priority.

Is the system currently having issues? If not, and if the patch doesn't address a security issue your system is vulnerable to, it may be better to heed the old adage "If it ain't broke, don't fix it." What security gaps does it address? How severe is the threat to your particular network? If, for example, the only way a virus can enter your system is through an e-mail attachment and this functionality has been disabled for all users, perhaps the threat needn't be a great concern.

Keep options open in case of complications. Once a patch has been applied, if things aren't working, it's critical to restore the data network to pre-patch functionality, with

little if any downtime. That means having good backups in place along with a tested and proven recovery process. Does just thinking about data security give you a headache? We strongly advise that you let us handle this critical part of your business for you.

**Call 613-594-9199 and schedule our no-cost Security Update Audit today. You'll discover how easy it is to rest assured that your network is secure 24/7.**

## Shiny New Gadget Of The Month:

### Sphero BB-8 Droid



The Sphero BB-8 Droid is a tiny replica of the Star Wars: The Force Awakens droid that can roll and balance all by itself. When paired with an app running on your smartphone or tablet, BB-8 can autonomously explore your home, perform a series of pre-programmed movements, and even respond to voice commands. To charge the BB-8 you simply set it on an included base and the toy will automatical-

ly start charging via induction. There are three modes you can choose from; Patrol, Drive and Message. Patrol is an autonomous mode that lets the BB-8 explore its surroundings. In Drive, you are able to take control of the BB-8 with your smart device. The Message setting you are able to record and view holographic messages. The Sphero BB-8 is available at many retailers including Best Buy for \$189.99.

## Voice Tips For Effective Speaking

When George H.W. Bush ran for president in 1988, he hired a voice coach to help him lower his voice an octave. Why? Because the candidate's high-pitched voice had helped saddle him with the "wimp" image, even though Bush had proved his valor as a Navy combat pilot during World War II.

Fairly or unfairly, we impute strength and confidence to the person who speaks with a low-pitched, well-modulated voice.

We convey feelings, moods and attitudes through a variety of voice qualities, which are sometimes called paralanguage. Among these qualities are volume, pace, intonation and juncture.

### Volume and Pace

Volume and pace should be used in a careful, controlled way. They can achieve powerful effects, especially when persuading from the public platform. You can let your voice rise to a crescendo, the pace and volume

quicken until you reach a peak of excitement. Or you can drop to a dramatic whisper.

Volume should always be great enough that you can be heard by everyone in your audience. When you're addressing a group through a microphone, that generally presents no problem. When speaking without a microphone, keep checking the people farthest from you for signs that they're straining to hear, or that their attention is straying.

Pace should be adapted to the message. Some simple but telling points can be made effectively in rapid-fire sequence. Others can be made by slowly drawing out the words, or by long pauses to let the points sink in.

### Intonation

Intonation refers to the voice pitch. We usually speak in a range of pitches, from low to high. The range between high and low intonations varies from individual to individual,

and from one linguistic population to another. The English, for instance, generally have a greater range than do Americans.

### Juncture

Juncture refers to the way vowels and consonants are joined in the stream of speech. If you listen to someone speaking in a foreign language, it sounds like a continuous flow of syllables. That's because you haven't learned to recognize the signs that tell you where one word stops and another begins.

Speakers of other languages have the same problem comprehending English. As I've spoken on different continents, I've formed a great admiration for the translators who render my speech into other languages. Once I was translated simultaneously into seven different languages. Either my juncture was good or my translators were superb. The audiences laughed at the appropriate points and

applauded at the appropriate points.

Inattention to juncture can make your speech indistinct or hard to understand. If you tell a carpenter to build a greenhouse, make sure you don't end up with a green house; the difference in appearance and cost can be substantial...

If you ask your secretary to get you the night rate and have it on your desk the next morning, be sure it doesn't sound like "nitrate." Otherwise, you may find a sack of fertilizer in your in-basket.



# The Lighter Side

## Swimming With Alligators

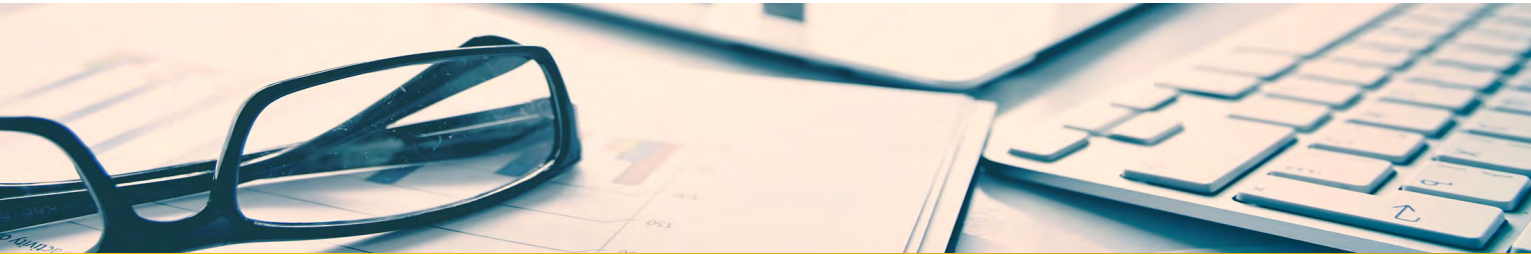
A CEO throwing a party takes his executives on a tour of his opulent mansion. In the back of the property, the CEO has the largest swimming pool any of them has ever seen. The huge pool, however, is filled with hungry alligators. The CEO says to his executives "I think an executive should be measured by courage. Courage is what made me CEO. So this is my challenge to each of you: if anyone has enough courage to dive into the pool, swim through those alligators, and make

it to the other side, I will give that person anything they desire. My job, my money, my house, anything!" Everyone laughs at the outrageous offer and proceeds to follow the CEO on the tour of the estate. Suddenly, they hear a loud splash. Everyone turns around and sees the CFO in the pool, swimming for his life. He dodges the alligators left and right and makes it to the edge of the pool with seconds to spare. He pulls himself out just as a huge alligator

snaps at his shoes.

The flabbergasted CEO approaches the CFO and says, "You are amazing. I've never seen anything like it in my life. You are brave beyond measure and anything I own is yours. Tell me what I can do for you.

The CFO, panting for breath, looks up and says, "You can tell me who pushed me in the pool!"



## Business Briefings

### Your Accounting

■ Time to put your books in the cloud? Want to save time and money on bookkeeping in 2016? If your company hasn't already made the switch to a cloud-based accounting system, it may be time to migrate. Here's why: with a cloud system, you can outsource your bookkeeping, saving you staffing costs as well as office space. Plus, your team saves time dragging files back and forth and keeping current versions backed up and secure. And an added plus is that you and your team can enter expenses on the go via

smartphone. Popular apps include QuickBooks Online, Xero, Zoho Books and FreshBooks. Choose based on robust feature sets, solid support, ease of use and, of course, time and money saved.

### Your Time

■ 3 Ways to End Holiday Overwhelm. This holiday season, skip the stress with these time-saving tips: 1) Do your homework before hitting the stores. Catch coupons on sites like dealcatcher.com, couponcabin.com and retailmenot.com. Quality-check gift ideas at Consumerreports.org for expert reviews, or sites with user reviews such as Amazon.com or Cnet.com. Then, rather than drive all over town for the best deal, check out Pricegrabber.com. 2) Plan a trip — it's a great way to share experiences rather than

acquiring more things. 3) For those on your list who already have plenty of "stuff," give a Good Card. The Good Card lets users give to their choice of over 1.2 million charities.

### Your Health

■ Eat, drink and be healthy this holiday season. Here's how: keep the pounds down by knowing your number. Visit heart.org/explorer for a quick read on your recommended daily intake of calories. Think of it as your expense-account limit for holiday gatherings, and choose how much you want to spend on drinks, appetizer, entree, dessert, etc. You could even keep a food diary to help stay on track with your target weight goal.

### Your Computer's Operating System

■ Windows 10, Thumbs Up... As even Microsoft admits, Windows 8 was a flop... So why make the leap to Windows 10? To start with, the Windows 10 user interface just makes a lot more sense than W8's UI. It brings back the Windows 7 start menu, and key functions are accessed from the taskbar. It features a more refined design — for instance, smaller window borders. And, at least until July 29, 2016, you can upgrade your Windows 7 or 8.1 OS for free. So unless your Windows device is an RT version or is about tapped out on memory, we think you can feel pretty good about upgrading to Windows 10.

## Who Else Wants To Win A \$25 Gas Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Andrew E! He was the first person to correctly answer last month's quiz question:

True or False: As long as you have a password on your phone it is fine to have your passwords and PINS saved on your phone?

Now, here's this month's trivia question (The answer can be found in this newsletter). The winner will receive a \$25 gas card!

Question: True or False: As soon as a patch is available it should always be applied.

Call (613) 594-9199 right now with your answer!