



TECHLORE

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

INSIDE THIS ISSUE:

Cloud Computing: Good, Bad & Ugly	page 1	Facebook Tackles Fake News Head On	page 2
Gadget Of The Month: Motiv	page 1	NeoTip of The Month	page 2
3 Ways Leaders Build Trust in their Teams	page 2	Free Report Download	page 2
eCigarette Results in Emergency Plane Landing	page 2	Monthly Trivia Question: Win a \$25 Gas Card!	page 2



“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 problems finally and forever!”
 - Jim Stackhouse
 NeoLore Networks Inc.

Cloud Computing: Good, Bad & Ugly

When a network of IT 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-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. Everything from HR to accounting, and from operations to sales and customer relations, can be managed from diverse and mobile environments, giving

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.

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.

Shiny New Gadget Of The Month: Motiv

Are you one of the growing number of people wearing FitBit’s? If so, here is a new gadget coming out in the spring of 2017. Motiv has designed a ring that is made to be worn 24/7. It measures your active minutes, active and resting heart rate, number of calories burned, distance, steps, and sleep duration. Motiv Ring charges in under 90 minutes and the typical battery life is between 3 to 5 days, depending on use. So why choose a ring over the traditional

wrist-based trackers? The Motiv Ring was designed to look great and withstand the elements, empowering you to wear it around the clock and capture a more balanced view of your lifestyle. It looks so good, you will never want to take it off! Visit <http://mymotiv.com/motiv-ring/> to learn more and to pre-order.



3 Ways Leaders Build Trust in their Teams *By Andy Bailey*

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.

eCigarette Results in Emergency Plane Landing

In a year that was marked by news of exploding mobile phones, recent events on an American Airlines flight between Dallas and Indianapolis indicate that it's not just the Samsung product that may cause a serious safety risk on flights. According to news sources, an AA flight was forced to make an emergency landing in Little Rock, Arkansas, when an electronic cigarette a passenger was carrying somehow overheated and set alight. Fortunately, the quick actions of the crew prevented any real emergency, and no one was hurt. However, the incident undoubtedly casts doubt on whether electronic cigarettes are safe to carry on planes. Could this spell the end for e-cigarette carriage on planes?

Facebook Tackles Fake News Head On

Although Facebook initially downplayed accusations that fake news spread via its platform had significant social implications, the measures it has recently put in place to prevent the publication of false stories on its online channels suggest Facebook may be taking the issue much more seriously. The actions Facebook will be rolling out to reduce instances of fake news over the next few months include third-party fact checking, whereby users and fact-checking partners can report any fake news they encounter; barring websites that are known to write and distribute fake news from the Facebook network; and introducing new algorithms that can de-emphasize fake news stories.



Ask these six questions before spending a dime on a promotional video for your company.

Do you want it to... 1) Attract more prospects via branded YouTube or other channel? 2) Act as a freemium to attract prospects, or a premium to incentivize them to buy? 3) Teach customers how to get the most out of your product or service? 4) Be part of a video blog (aka "vLog") and drive traffic to your website? 5) Welcome new customers to your business, show them how to access and/or use what they just bought and give them a chance to see your smiling face? 6) Or do you want people to pay you to view it, as with online training? *Entrepreneur, 11.22.16*

NEO-Tech Tip of the Month: Android Time Savers

1. Quick reply to phone calls: If you can't talk, but want to send a quick message to the caller, just swipe up when you receive a call (instead of swiping left or right). Then pick one of the pre-made messages and it will be sent to the caller.
2. Double-click the power button to launch the camera app: A new addition in Android Marshmallow (only), if your phone doesn't have a dedicated camera button, this will do the trick nicely.
3. Take a screenshot: Press and hold the volume down and power buttons at the same time. You will hear a sound and see an animation indicating that the screenshot has been saved. Android will show a notification so you can share this if you want.

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 Ottawa 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 <http://www.neolore.com/cloud/> or give us a call at 613-594-9199

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

The Grand Prize Winner of last month's Trivia Challenge Quiz was all the companies that started their brand new Backup and Disaster Recovery service.

Congratulations your company is now covered by a state of the art backup service.

Now, here's this month's trivia question. The winner will receive a \$25 gas card!

Question:

What are three ways to build trust in your team??

Contact NeoLore today at 613-594-9199 or email contact@neolore.com to give us your answer!

Apple should make a sarcasm font and call it the iRoll.