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NEOLORE
NETWORKS INC.

TECHLORE

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

INSIDE THIS ISSUE:

“As a business owner, you don’t have time to waste on technical and computer issues. That’s where we shine! Call us and put an end to your IT problems finally and forever!”

-Jim Stackhouse
NeoLore Networks Inc.

5 Steps To Protect Your Business From Cyber Crime

A Seattle company was recently broken into and a stash of old laptops was stolen. Just a typical crime by typical everyday thieves. These laptops weren’t even being used by anyone in the company. The crime turned out to be anything but ordinary when those same thieves (cyber-criminals) used data from the laptops to obtain information and siphon money out of the company via fraudulent payroll transactions. On top of stealing money, they also managed to steal employee identities. Another small company was hacked by another “company” that shared the same high-rise office building with them. Management only became aware of the theft once they started seeing unusual financial transactions in their bank accounts. Even then, they didn’t know if there was internal embezzlement or external cybertheft. It turned out to be cybertheft. The thief in this case drove a Mercedes and wore a Rolex watch… and looked like anyone else walking in and out of their building. Welcome to the age of cybercrime.

You Are Their Favorite Target

One of the biggest issues facing small businesses in the fight against cybercrime is the lack of a cyber-security plan. While 83% lack a formal plan, over 69% lack even an informal one. Half of small business owners believe that cybercrime will never affect them. In fact, small businesses are a cybercriminal’s favorite target! Why? Small businesses are not prepared and they make it easier on criminals. The result? Cyber-attacks cost SMBs an average of $188,242 each incident and nearly two-thirds of the businesses affected are out of business within 6 months (2011 Symantec/NCSA Study). A separate study by Verizon showed that over 80% of small business cybercrime victims were due to insufficient network security (wireless and password issues ranked highest). With insecure networks and no formal plan to combat them, we make it easy on the criminals.

How They Attack

The #1 money-generating technique these “bad guys” use is to infect your systems with malware so that whenever you (or your employees) visit a web site and enter a password (Facebook, bank, payroll, etc.) the malware programs harvest that data and send it off to the bad guys to do their evil stuff.

They can get to you through physical office break-ins, “wardriving” (compromising defenseless wireless networks) or e-mail phishing scams and harmful web sites. Cyber-criminals are relentless in their efforts, and no one is immune to their tricks.

continued on page 4

Free Report Download:

What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

Download your FREE copy today
at www.neolore.com/dataprotection
or call our office at (613) 594-9199

The 3 Biggest Mistakes Ottawa Business Owners Make With Their Computer Network That Cost Them Time, Money And Aggravation

Want to avoid the most common and expensive computer problems that most Ottawa business owners experience? Then read on! We've compiled a list of 3 things you should be doing to save yourself a lot of time and money by avoiding a big, ugly computer disaster.

1. Have an automated off-site backup system in place.
I cannot stress the importance of this enough. Having an off-site backup of your data will be the equivalent of wearing a seatbelt in a major accident. You don't think much about it until you need it, and then you will thank your lucky stars you had it in place.

2. Centralize your data on your server. At one time, servers only made sense for large organizations because of their high cost and complexity.

But today, there are very affordable and easy-to-implement server systems designed specifically for any size small business. Depending on your business needs, your server can be in your office or hosted in the cloud. A server will not only speed up your network, but it will also make backups easier, allow secure remote access (allowing you and your employees to work from home or on the road) and make it much easier to share documents, databases and printers.

3. Keep your anti-virus software up to date, and perform weekly spyware scans. Almost everyone understands the importance of anti-virus software, but many businesses still do not perform weekly spyware sweeps. Spyware can cause a host of problems, including slowing down your systems, pop-up ads and even identity theft.

Want An Easy Way To Make Sure You Aren't Making These 3 Mistakes (Or Others) In Your Business? With our Proactive Fixed-Rate Complete Care service, we take full responsibility for managing your network. This service is guaranteed to eliminate expensive, frustrating computer problems and give you the peace of mind that your data is safe and secure.

Shiny New Gadget Of The Month: The 30-Day Lantern

It's summer time and that means more outdoor activities. This 30-Day Lantern is the perfect companion for your cookouts and camping trips. Not to mention, it's a handy gadget to keep in your vehicle or garage for those emergency situations when power is down.

This lantern provides up to 30 days of reliable light on one set of batteries. The lantern generates up to 300 lumens of bright, white light that can be seen from up to 75 1/2' away. Made from impact-resistant ABS with rubberized encasements, the lantern is shock- and water-resistant. The device has a green LED that flashes when the device is off for easy location in blackouts, and a built-in hook allows the lantern to be hung upside down. It has three light output levels and a flashing mode (provides 32 hours of light on high).

Get your lantern at www.hammacher.com

BYOD or COPE? Do You Allow Employees To Use Their Own Devices For Work?

The evolution of personal mobile devices and the rise of how necessary they are to business success these days are forcing many small business owners to make a choice. BYOD or COPE? Or "Bring Your Own Device" vs. "Corporate Owned, Personally Enabled".

The Typical Solution - BYOD According to the CDW 2012 Small Business Mobility Report, 89% of small-business employees use their personal mobile devices for work. But the headache involved here is how do you support and secure all of these devices?

The scary thing is that most small businesses don't even try! The CDW survey found that only 1 in 5 small businesses have deployed (or plan to deploy) any systems for managing and securing employees' personal devices.

The Alternative - Is COPE Any Better? A minority of small businesses has implemented a Corporate Owned, Personally Enabled ("COPE") policy instead. They buy their employees' mobile devices, secure them, and then let employees load additional personal applications that they want or need. And the employers control what types of apps can be added too. And the "personally enabled" aspect of COPE allows employees to choose the company-approved device they prefer while permitting them to use it both personally and professionally. COPE is certainly more controlled and secure, but for a business with a limited budget, buying devices for every employee can add up pretty quick. If you go the COPE route and are large enough to buy in volume, you can likely negotiate substantial discounts.

Security Concerns With BYOD. If you have client information that must be kept secure or other industry specific regulations regarding the security of client data, then COPE is likely your best approach. It takes out any gray area of whose data is whose. Plus there is a certain comfort level in being able to recover or confiscate any device for any reason at any time to protect your company without any worries of device ownership.

Advice For BYOD Companies. Despite the numerous advantages of COPE, most small businesses will still choose BYOD because it can save them money. Here are 2 of Lawrence Reusing's (GM of mobile security at Imation) important rules for BYOD. Consider these when creating your mobile device policy.

1. Assume employees will use personal devices on the corporate network even if they are told not to. 50% of employees use personal devices to take confidential data out of companies every day.
2. Assume employees value convenience more than security. If your policies are inconvenient, employees will work around them.

Is Microsoft's New Cloud Based Office Licensing Model Going To Affect Your Business?

Microsoft announced earlier this year that they are going to place all of their Microsoft Office desktop and cloud-based Office 365 software applications under one umbrella in a renewed effort to push their cloud-based subscription model.

Microsoft will still sell their existing desktop versions, but these will not be as "fully featured" as the upcoming cloud-based versions (note that any Microsoft software that ends in 365 is their cloud based software). It's becoming very apparent that whether you're a small business or a large company, Microsoft wants you to buy the cloud version of their products going forward. In the future, if you don't want the cloud version on a monthly subscription, you'll have to settle for a dumbed down version of the product instead.

Here's what this potentially means for you:

The new "Office" family covers all different editions of Microsoft Office, from Student and Home Editions to the most powerful tools that Microsoft offers.
You will never have to worry about buying CALs for Office 365.

You will never have to worry about buying CALs for Office 365.

You will now be able to shift your budget dollars from one time or annual license purchases to an ongoing monthly operating expense, thus evening out cash flow.

Things should be getting easier for you to manage. Whether you are starting from scratch or updating software licenses for your office, you'll be able to get everyone running on Office, under one single license.

Microsoft is also preparing a half-dozen bundles for Office and Office 365, many aimed at small business.

Contact NeoLore Networks Inc. to discuss which version of Office 365 best suits your environment.

The Lighter Side: Useless Summer Fun Facts

The Eiffel Tower can grow by more than 6 inches in summer due to the expansion of the iron on hot days.

July is the month where most ice cream is sold in the US. Americans eat about 5.5 gallons of ice cream per year on average.

Watermelon is not a fruit, but a vegetable.

Popsicles were invented by accident in 1905 by 11 year old Frank Epperson. He mixed soda and water and left the mixture out overnight with the stirring stick still in it. Since the temperature was low, the mixture froze.

Many people enjoy throwing Frisbees in summer, but they were originally designed as pie plates in the 1870s. Students started throwing them in the 1940s.

continued from page 1

5 Steps To Protect Your Business

1. Get Educated. Find out the risks and educate your staff.

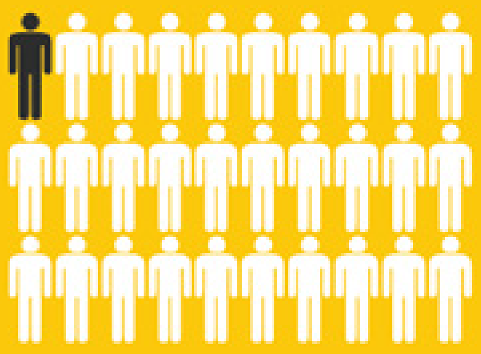
2. Do a Threat Assesment. Examine your firewall, anti-virus protection and any-thing connected to your network. What data is sensitive or subject to data-breach laws?

3. Create a Cyber-Security Action Plan. Your plan should include both education and a “fire drill.”

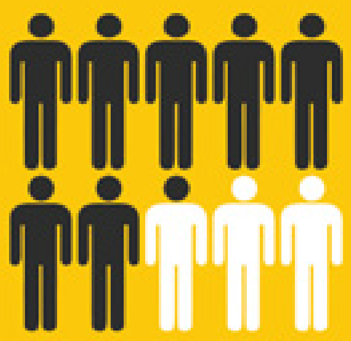
4. Monitor Consistently. Security is never a one-time activity. Monitoring 24/7 is critical.

5. Re-Assess Regularly. New threats emerge all the time and are always changing. You can only win by staying ahead!

1 in 30 people will have their identity stolen



73% of Americans have been victims of cybercrime



In 2010 the Total Reported Dollar Loss by Canadian Identity Fraud was:

$9,816,424.86

In 2012 it jumped to:

$15,981,763.24

Who Else Wants To Win A $25 Gas Card?

The Grand Prize Winner of last month’s Trivia Challenge Quiz is Mike B! He correctly answered the quiz question from last month: "All June I bound the ___ in sheaves, Now, ___ by ___, I strip the leaves." What flowers does Robert Browning Hamilton refer to?

The correct answer was d) Rose.

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

On average how much does a cyber-attack cost a SMB (small/ medium business) each incident?

a) $198 b) $1,371 c) $11,784 d) $188,242

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