NEOLORE NETWORKS INC.

DATA PROTECTION

TECHLORE

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

INSIDE THIS ISSUE:

"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

Businesses Need to Get Over Two Cybersecurity Myths

As a business, how do you ensure that your data stays safe? Cybercriminals will steal over 33 billion records by 2023, according to Juniper Research. Yet, are businesses doing enough? Two myths around cybersecurity often prevent organizations from adopting a safe and secure path to stop incidents of cyber-attacks and hacking.

Ciaran Martin, the CEO of the National Cyber Security Centre, which is a part of the GCHQ, identified the misconceptions and expressed that businesses can't make excuses any longer for not dealing with cybersecurity risks.

Myth 1: Cyber Attacks are Targeted

Many organizations believe that cybercriminals target specific businesses. That's not always the case. Martin warned at the European Information Security Summit in London that organizations still feel they won't fall victim to cybercriminals as long as they are not explicitly targeted. You need to ensure you adopt the right practices like having a robust password.

The misconception is baseless, as many businesses face the adverse effects of cyber-attacks even when they are not the direct targets.

Take the instance of NotPetya, a malware developed by Russia to target Ukraine infrastructure in 2017. The malware knocked out many businesses around the world and caused a significant amount of damage. Though the malware was targeted at Ukrainian infrastructure, it infected many companies including British pharmaceutical and advertising firms.

NotPetya is not the only cyber threat that caught businesses unaware. Take the case of WannaCry ransomware which affected many unsuspecting companies. The worm-based virus introduced by North Korea to demand ransoms took down the UK's National Health Service, which found itself to be an unwitting victim.

Martin said that the WannaCry incident shows that companies who face the damage of cyber attacks are not always the target. The British NHS bodies were definitely not the target, but they were affected nonetheless.

Myth 2: Cyber Security is a Complex Field

Some companies think that cybersecurity is a complex field and they are not capable of handling the complexities. Some of them are so fearful of the

perceived challenges that they are not even ready to consider the basic security measures.

Businesses often feel that cybersecurity is a complicated problem and beyond their understanding which prevents them from taking precautions. But Martin believes that cybersecurity isn't so complicated, and businesses deal with far more complex issues every day as part of their operations.

He commented that when he takes a look at businesses in the UK and around the world, he is left amazed by the high level of sophistication and complexities of the organizations, and the risks

they deal with. According to him, managing a cybersecurity strategy is a similar game!

Martin feels that any company which can extract resources from below the ground or can deliver fragile goods to far-off distances in short period or can process billions of financial transactions each hour is completely equipped to manage cybersecurity risks. At its basic core, preventing cyber-attacks and criminals are not that tough- just making sure that your systems and software are up to date can make a significant impact on preventing cyber-attacks.

Weber Connect

The Weber Connect smart grilling hub is your secret ingredient to perfectly grilled food. It's a step-by-step grilling assistant that sends notifications directly to your smart phone on everything from a food readiness

countdown, to when it's time to flip and serve. All it takes is a glance at your phone to know that everything is on track and grilling to perfection. Get yours at, https://www.weber.com/

NEOLORE NETWORKS INC.

www.neolore.com
2781 Lancaster Rd, Ottawa, ON K1B 1A7
(613) 594-9199 | info@neolore.com

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How Can SaaS Help Your Business?

The transition of conventional IT systems to the cloud is increasing, and organizations are eager to jump on the SaaS (Software as a Service) bandwagon. Here's how SaaS can help your business.

Less Application Cost

This is a very crucial benefit of SaaS that helps your business grow. Each business requires a reduced application cost. It may even have a larger impact on individual business units and the overall business process. The maintenance and IT infrastructure expenditures are quite high. However, SaaS solutions can considerably lower these expenditures. What this means is that you have more capital to invest in other integral areas while having a flexible and secure business system.

Software as a Service business models are generally subscription-based and allow scalability as well as customized solutions for your particular needs. The fact that they require minimum hardware cost and nominal investment makes SaaS the most popular option amongst business units.

Increased Efficiency

An effective SaaS business solution allows you to receive new functionalities, software upgrades, and the latest updates as soon as the developer releases them. This will not only boost your business's efficiency but will also provide you with the latest business insights. Moreover, SaaS solutions enable you to have a horizontal and vertical look at your complete business processes. This assists you in finding the correct solutions

to the business problems you are facing.

Automatic Updates and Accessibility

Accessibility is one of the most captivating features of a SaaS solution. Users simply require a browser and the Internet, and they can make use of the service from any device and from anywhere. Moreover, an application that is cloud-hosted is maintained from a single infrastructure instead of every user's computer. Hence, you can deploy patches and updates quickly, which reduces the downtime for the users. Your organization can leverage its IT resources for more innovative and proactive and innovative tasks instead of directing the said resources to manage the technology.

Collaboration

A great advantage of SaaS for your business is that SaaS applications allow several users to work and collaborate together under the same software suite at the same time. SaaS gives unparalleled freedom to more than a single user to work on the same piece of module or document. Collaboration between users is very much desirable in such cases.

Conclusion

There is no denying that SaaS goes a long way to help your business. To summarize, the low investment risk, SaaS's several capabilities, coupled with its ability of swift deployment, has made SaaS solutions the ideal choice for several organizations to grow their business and operations.

Leading Technology Trends for Businesses in 2020

Greater Focus on Cyber Security

The frequency of data breaches has been soaring, even if you are a small-sized business, you are sure to have valuable data worth pilfering, and it is about time you step up. Safeguard your customers and yourself. Make sure your network is soundly secure and that you have a comprehensive schedule put in place to ensure each device connected to the network is frequently patched and updated.

Better Artificial Intelligence Safety

For businesses, expanding technologies such as hyper-automation bring forth several transformational avenues. However, these technologies also increase security concerns by exposing new places for potential attacks.

Reliance on HR (Human Resources) Technology

Cloud-based human resource tools provide real-time insights for decision-making while self-service employee applications provide members of staff a greater sense of control over their data. More employers and business owners in 2020 will invest in Human Resources technology that provides an overall better experience for staff members.

Conclusion

Astute business owners and leaders can leverage a diverse spectrum of innovative technologies to craft their business strategies. These trends are emerging patterns that you can apply in a wide variety of businesses to say ahead of the competition. Therefore, it is important to be thoroughly aware of all the leading technological trends in 2020.

How to Stop Getting Spam Emails?

Tired of receiving spam in your email inbox? Here's how you can get it to stop:

• Never commit the mistake of disclosing your email address on your website. If you have a website, make sure to not list your email address on it. Email addresses are easy prey for spambots that harvest addresses. Instead, make use of a web contact form, a safer option.

• Steer clear of the 'unsubscribe' option. A common practice by spammers is to include an 'unsubscribe' link. However, clicking on it will only provide confirmation that your email address is still active, which encourages spammers to inundate your email address with even more spam.

Tips to Purchase your First Bluetooth Headphones

Consider Battery Life: Be sure to ask about the battery life before purchasing your Bluetooth headphones as these headphones need charging. The average Bluetooth headphones can work for up to 3-4 hours on a single charge.

Usage: If you will be using your headphones in a loud workplace to talk to other people on the phone, you'll probably need one with a noise-cancelling and wind reducing features.

Be Very Clear on Your Budget: Bluetooth technology itself is not very expensive and there is sure to be a decent pair for each budget. It all depends on what features you are looking for in the headphones.

Great Project Management Apps

ProofHub

ProofHub is one of the best project management apps to come with essential features that remove the need for you to have several different tools to operate your business. Some of ProofHub's great features include Discussion boards, calendar view, and group chat.

Chanty

Chanty is a powerful project management app that allows you to collaborate and communicate with your team. Furthermore, Chanty allows screen sharing, as well as video and audio calls. Some of its other great features are threaded

communication and other app integrations such as Dropbox, Drive, and Trello.

Filestage

Filestage makes it extremely easy for project managers to share their content safely and construct logical review workflows that insert structure to the approval and review process. Furthermore, with Filestage, you can also create annotations for spontaneous feedback and collaborate with members of your team in real-time.

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an I.T security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyber attack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

• Information on the various threats to your business
• NIST Security Framework
• CIS Controls
• Basic Controls

And More!

www.neolore.com
2781 Lancaster Rd, Ottawa, ON K1B 1A7
(613) 594-9199 | info@neolore.com
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