



# TECHLORE

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

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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 problems finally and forever!”

-Jim Stackhouse  
Neolore Networks Inc.

## Are You Paying 80% Of Your Employees To “Cyberloaf” On The Internet, Watching Cat Videos, Searching For A Better Job Or Accidentally Downloading A Virus On Your Network?

Recently, we have seen a dramatic increase in the number of local businesses suffering significant financial and productivity losses due to employees inappropriately using their Internet access during work hours – and much of this is fueled by social media sites such as Facebook and YouTube. Studies have shown that during work hours between 60 and 80 percent of people's time on the Internet has nothing to do with work!

What makes this situation so dangerous is that the majority of business owners don't even realize that it's going on until it's too late. Sometimes finding themselves in the middle of a costly and embarrassing lawsuit because an employee posted something inappropriate online OR downloaded a virus.

In other cases, the owner NEVER finds out, but is inadvertently losing THOUSANDS of dollars because employees are spending 2-3 hours a day to goof off online – and you're footing the bill.

Surprising, an age of the employee doesn't affect an employee's ability to waste time on the Internet. Older employees do things like managing their finances while younger employees check social media.

### A Company Internet Policy Is NOT Enough

A recent study showed that the presence of a strong Internet policy at work was not enough to curb activity. Many employees don't think it's wrong to surf the web and a policy was not going to change their minds. Fortunately, there is a way to enforce the policy and get back the lost staff productivity. Contact Neolore Networks Inc. and we will show you how.

# Free Report Download

## Free Report Download: The Ottawa Business Owners' 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.

Get Your Free Copy Today: <http://www.neolore.com/free-stuff/reports/>



## If We Knew A Dozen Or More Ways That Cyber-Criminals Could Steal Thousands Of Dollars From Your Company's Bank Account, Damage Your Reputation And Cripple Your Operations Wouldn't You Want Us To Tell You About It?

Imagine walking into your office one morning to discover your computer network was breached by a hacker, exposing not only YOUR company's data, but also your clients'. Imagine the embarrassment of having to notify your clients that, because of you, their personal information may now be in the hands of cyber-criminals. Hoping that is the only damage done...

Operations could be halted or severely limited for days, possibly weeks. Your data could be corrupt to the point of being useless. Your clients lost.

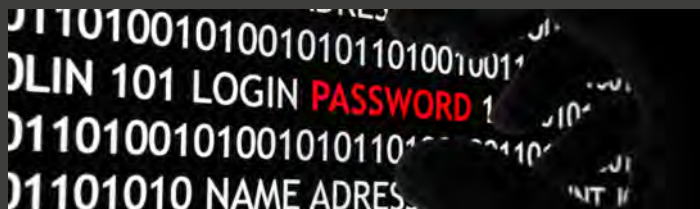
There are potential lawsuits and government fines for violating data-breach laws. Exorbitant emergency IT fees to get everything restored to working order fast. Then there's the risk of your bank account being drained dry – and because you're a business, you are NOT protected by the banks in the same way individual consumers are.

### You're At Greater Risk Than You Think

With St. Patrick's Day this month, I want to take a moment to remind you that just because you've been "lucky" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's exactly what cyber-criminals want you to think.

Online cyber-crime affects nearly every enterprise on the planet. Its costs continue to rise every year without abatement. The "2013 Cost of Cyber-Crime Study," conducted by the Ponemon Institute and sponsored by Hewlett-Packard, once again shows that despite the best efforts of industry and security vendors, cyber-crime costs enterprises more in 2013 than ever.

The annual cost of cyber-crime just in the U.S. now stands at \$11.56 million, the study finds. The 2013 figure is an increase of 26 percent from \$8.9 million in 2012.



# Shiny New Gadget Of The Month: Nest Protect



The Nest Protect Motto:  
Safety shouldn't be annoying.

The Nest Protect smoke and carbon monoxide (CO) alarm comes without that annoying chirp or the threat of false alarms. Its unique structure and settings give you quiet, visual low-battery reminders and allow you to relay to the alarm when the smoke is from that burning grilled cheese

versus an actual fire. Its remote features also allow you to manage your alarm and receive alerts via your smartphone.

This innovative device gives you all the protection and security you need, without the annoyances.

Get yours today at:  
<https://nest.com/>

## Knock Down The Walls That Block Communication

To be a successful executive you must know how to knock down walls. I don't mean the walls of brick and steel that hold up buildings; I mean the bureaucratic barriers that hold up communication.

In many companies, communication flows through narrow channels, usually from the top down — chimneys of power, they're called. People walled off from these chimneys are left to work in an information vacuum.

Today's successful corporations have demolished the walls that prevent the lateral flow of communication. With the walls gone, information permeates the organization.

Such organizations find it easier to achieve the "Four F's" that management expert Rosabeth Moss Kanter tells us are essential to business success. A successful company, she says, must be focused, flexible, fast and friendly.

- You can't focus the efforts of your entire workforce if your organization is crisscrossed with walls that impede the flow of information.

- You can't be flexible if you have a rigid corporate structure in which every division and department is a closed information loop.

- You can't be fast if information has to seep slowly through layer after layer of management.

- And you can't be friendly if your people don't talk to other people inside and outside your organization.

If you look around, you may see plenty of boundaries in your own company that need to be removed. One of them may be the door to your office that remains closed to input from your employees. Another might be a rigid boundary between hourly and salaried employees that keeps people in one category from talking freely with people in another. Or it could be a boundary that shuts out ideas that don't originate in your own organization.

Other boundaries might be the lines that run between divisions of a corporation. If one division develops a new method or a new technology, does it keep it to itself or does it share it with other divisions? Among the toughest boundaries to dismantle are the ones individual managers erect around the borders of their turf.

In the old days, corporations became overpopulated with people who were promoted to their "levels of incompetence." Armed with the word "manager" in their titles, they staked out their own little turfs and guarded them jealously.

In a corporation without boundaries, advancement means moving into positions in which knowledge can be put to productive use as coaches, advisors or knowledge workers; where expertise is interchanged throughout the organization.





# The Lighter Side: Have You Heard This Before?

“Beware the ides of March.”  
William Shakespeare

“March comes in with an  
adder’s head, and goes out  
with a peacock’s tail.” Richard  
Lawson Gales

“Up from the sea, the wild  
north wind is blowing under  
the sky’s gray arch; Smiling I  
watch the shaken elm boughs,  
knowing it is the wind of  
March.” William Wordsworth

“Who in this world of ours  
their eyes in March first  
open shall be wise; In days  
of peril firm and brave, And  
wear a Bloodstone to their  
grave.” Unattributed Author

“March: Its motto, ‘Courage  
and strength in times of  
danger.’” William Morris



## Another Reminder Of Why You Can’t Use Home Routers In Your Business

This past Christmas, a hacker reportedly stumbled upon a back door to Linksys and Netgear DSL modems that allowed an attacker to reset the router’s configuration and gain Admin access. Not good!

Some routers have this “back door” open to the local computer network while others are open to the Internet side of things, exposing users of these devices to remote Internet attacks. This means that someone could easily gain access to the network and all files located on it.

In the past, this may have taken weeks or months to get information, leaving plenty of time for the manufacturer to get in contact with their clients, right? Not so anymore. In this instance, the exploit was promptly posted to GitHub in a PowerPoint explaining all of the details and how to exploit

the devices. Many others started trying this out (just for fun, of course), and confirmations started flooding in immediately for all to see.

### The Bottom Line:

If you are concerned at all about the security of the data on your network, you need to have a real, business-class firewall and router in your office. These days, it doesn’t pay to go cheap on IT security.

*Password Tip! Want an easy-to-remember password that’s super-secure? Try mixed-entry passwords. While JohnSmith12345 could fairly easily be broken, J1o2h3n4S5mith (inserting the same numbers between each letter in the password) would take about 1,800 years to crack, and is almost as easy to remember!*

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

The Grand Prize Winner of last month’s Trivia Challenge Quiz is Steve F! He was the first person to correctly answer last month’s quiz question: What percent of all hard drives will survive the first 18 months?

Answer: 92%

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

What was the annual cost of cyber-crime just in the U.S. in 2013?

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