



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

Network Abuse: Don't Push Your 'Luck'

Look around your office. Isn't it great to see your team hard at work on their computers? Yet if we take a closer look, let's see what's really happening...

Joe, your new sales rep, is poring over last weekend's game stats...

Amy in marketing is looking for a new job, surfing your competitors' websites, chatting with their HR people...

Wes, over in customer support, just bogged down your entire network by downloading a video file of Metallica in concert...

Guy, your new hire in shipping, is on hotdate.com, viewing questionable photos...

Bob in accounting is browsing stock-investing sites, in search of a hot tip...

Okay, so maybe it's not that bad at your company. But this type of behavior will happen to some degree if you don't proactively

prevent it. The real problem is, unfiltered content often links to



malware and other threats. Ignore it and you risk productivity losses, legal liabilities, extortion, blackmail and fraud. And not only that, the resulting data loss and corruption can cost your company big-time. Cyberthreats stemming from unfiltered content isn't something you can count on your lucky leprechaun or four-leaf clover to protect you from.

In today's mobile environment, content filtering has become a greater challenge than ever

before. Your company may already be doing some filtering at the network level. However, when was the last time you checked the number of mobile devices linked to your network? As your workforce goes mobile, your network is exposed to a rapidly expanding "attack surface." With BYOD (bring your own device) now the norm, the old rules of content filtering just don't cut it anymore.

Are You Making Any Of These Mistakes?

Old content-filtering models presume your network has a safe "firewall." But now, with BYOD, you need a different way to protect your data. And that's where endpoint security comes into play. Endpoint filtering keeps devices on your network safe from infection, no matter where they hook into the Internet.

But make ANY of the following mistakes with endpoint security and your network could be a sitting duck:

1. Missing even ONE endpoint. This applies to tablets and smartphones as well as home-based machines that VPN into your network.
2. Skimping on security policies, protocols and training. Believing that tech tools alone will keep your network secure is a recipe for breaches. In fact, no technology can keep a network safe if users cut corners.
3. Leaving endpoint filtering out of your overall security plan. Ad hoc security invites disaster. An improperly designed system exposes holes that hackers love to find.

So, What Exactly Should You Filter?

Forrester Research states that companies whose users access the cloud should:

- Detect and intercept unusual or fraudulent activities related to data in the cloud.

- Detect, neutralize and eliminate malware in cloud platforms.
- Detect and monitor unsanctioned cloud applications and platforms usage.
- Protect against leaks of confidential information.
- Encrypt structured and unstructured data in cloud platforms.
- Investigate suspicious users and incidents.

Between BYOD and ever more complex cyberthreats, you simply can't afford to run around putting out fires. You absolutely MUST proactively defend your network in depth with endpoint content filtering.

FREE Web and E-mail Usage Audit Instantly Reveals Potential Threats

If you'd like a snapshot of the content your employees are

viewing, I'd like to offer you a FREE Content Filtering Audit worth \$300. At no cost or obligation on your part, we'll come by and run a special diagnostic program that will expose lurking threats due to leaks in your endpoint security system.

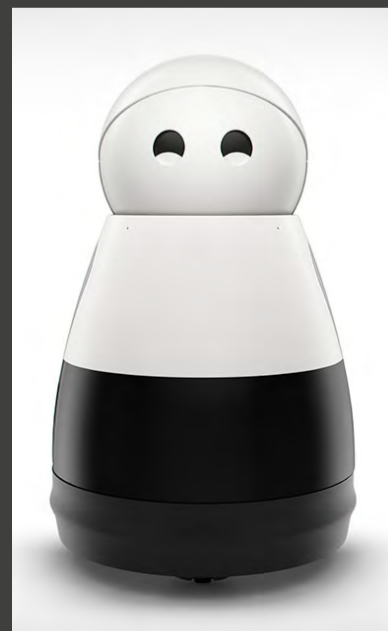
No matter what we may find during your audit, there's no obligation to buy anything, or ever use our services again. However, there is a catch: we'd love to help every company in the Ottawa area eliminate this risk, but we can only perform four of these audits per month.

Call 613-594-9199 or visit www.neolore.com right now, while you're thinking of it. The five minutes you invest could save your company thousands of dollars in lost productivity and expensive repairs, not to mention legal liabilities.

Shiny New Gadget Of The Month: Kuri The Robot Nanny

This is essentially a mobile security camera with some smart-home control capabilities. When Kuri ships about a year from now, it will be able to roam your home checking on your kids and pets when you are not home. Kuri separates itself from other home monitoring systems by having a personality; It looks at you, it smiles with its eyes, it follows you around and it responds to voice commands. It has a number of greetings called "ro-mojis". You can have it patrol your home and if there is anything out of the ordinary, it can take pictures and send them to you. It also uses a 4 microphone array so it can hear you and look at you when you are giving a

command. Kuri uses lasers to map out your home so it can know where rooms are and not run into objects in the way. Kuri is all about the adorableness. To learn more, visit <https://www.heykuri.com/>



What To NEVER Do When Deciding *By Robert Stevenson*

We all have to make decisions every day. Some decisions we make require little thought and the consequences will not be earth-shattering or career-changing. But there are other decisions we have to make that can have an enormous impact on our lives.

A while back, I had to make a very big decision. I sought out counsel from people I respect and I measured all the pros and cons. I tried to consider all the "What ifs" and I assessed the consequences of doing it or not doing it. I received advice that ranged from "You should absolutely take the offer, no questions asked" to "No way take the offer, it's not in your favor." I'd been working toward this goal for several years, and when the offer came in writing...I turned it down.

So, what pushed me to say "NO" to the offer? What really helped me decide were two things. The first thing was there was a huge "What if" question that had a very

bad result, if all didn't go well. The second thing was a statement they made: "This is our standard agreement that is non-negotiable." Everything in business is negotiable, and they just told me it isn't. That one statement made me start reevaluating everything...and to finally make a decision to say "NO."



I started thinking that once we began doing business together, what else was going to be "non-negotiable"? That one statement triggered me to start considering alternatives, options, other possibilities and a new

direction I could pursue if I said "NO" to their offer. I felt reenergized, stimulated, excited about the other options, and, even more surprising to myself...I was feeling no remorse about saying "NO."

Who is to say I made the right or wrong decision? Some people might say, "Only time will tell," but I still have a great deal to do with...the story that will be told. In all my years in business, I have learned two very important things about making decisions.

Ask yourself if you can live with the consequences if it fails...because if you can't live with it, don't do it.

NEVER doubt your decision, NEVER look back, NEVER SECOND-GUESS...because if you do, those actions will help to sabotage your decision.

My job now is to make my new direction the right direction, the right choice, the right decision.

You should never make a decision because it is the easiest thing to do, nor should you make it based on convenience, and, most importantly, never "second-guess" the decision you made.

Former President Harry S. Truman once stated: "Once a decision was made, I didn't worry about it afterward." I would recommend we all follow his advice; I know I do.



Russia Has Erased LinkedIn From App Stores

In November 2016, Russia ruled LinkedIn to be in violation of a 2014 law requiring all data collected on Russian citizens to be stored within Russian borders. The law has been widely viewed as a first step toward more aggressive surveillance measures. For that reason, many web companies are declining to relocate data centers in order to comply with the law. While Russia's data localization laws are among the most aggressive, it's far from the only country with such requirements. Apple caught flak earlier this year for pulling its New York Times app from China due to similar measures. And even the US requires that Department of Defense partners store data within US borders. *TheVerge.com, 01.06.17*

Getting Fit (and relaxed) Just Got Easier with the Fitbit Charge 2

If you've ever needed to stop during a tracked exercise, you'll like the Fitbit Charge 2's new workout pause function. It also now lets you view on-screen exercise summaries for an hour following your workout. There's a new on-display battery indicator and a function that lets you see your heart-rate zone on the display screen so you can monitor how close you are to your max HR. The new Fitbit Charge 2 also sports vibration prompts for breathing in and out, handy for keeping your eyes closed while getting your dose of mindfulness. It's even added a "Do Not Disturb" mode that helps cut stress by letting you stop incoming notifications. *Wareable.com, 12.21.16*



Security company? Activists? Or Cybercriminal Gang?

A group calling itself OurMine prides itself on hacking the social media accounts of high-profile people and companies. They've taken over the Twitter, Facebook and Pinterest profiles of well-known businesses, including Netflix, Forbes and BuzzFeed, as well as noteworthy high-tech CEOs, including Facebook's Mark Zuckerberg, Twitter's Jack Dorsey and Google's Sundar Pichai. They use their victims' accounts to post messages like "Hey, it's OurMine, Don't worry, we are just testing your security, contact us to tell you more about that." When contacted by Mashable about what they planned to do with the Netflix Twitter account they'd hijacked, OurMine replied, "We are not planning to do anything with the account." Evidently, they just like the publicity.

NEO-Tech Tip of the Month:



The official Canadian Red Cross First Aid app puts lifesaving advice in your hands via your Android or Apple mobile devices. This app helps you maintain your first aid skills and respond to everyday emergencies. You get instant access to videos, interactive quizzes and simple step-by-step advice to maintain your life-saving skills and respond when needed. This is the perfect companion to go along with your First Aid certification!

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

You will learn: What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.

- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.

Get Your Free Copy Today:

<http://www.neolore.com/free-stuff/reports/>

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

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

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

Ans:

- 1) Do what you say
- 2) Ask about personal things
- 3) Learn together

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

Question:

What does BYOD stand for?

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

What do you get when you cross poison ivy with a four-leaf clover? A rash of good luck.