

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.

WHAT IS IT?

The Heartbleed Bug is a serious vulnerability in the popular OpenSSL cryptographic software library. This weakness allows stealing the information that is protected, under normal conditions, by the SSL/TLS encryption used to secure the Internet. SSL/TLS provides communication security and privacy over the Internet for applications such as web, email, instant messaging (IM) and some virtual private networks (VPNs).

The Heartbleed bug allows anyone on the Internet to read the memory of the systems protected by the vulnerable versions of the OpenSSL software. This compromises the secret keys used to identify the service providers and to encrypt the traffic, the names and passwords of the users and the actual content. This allows attackers to eavesdrop on communications, steal data directly from the services and users and to impersonate services and users.

The big bad bug

credit: Ottawa Sun
sources: Gizmodo, Techcrunch.com, Mashable

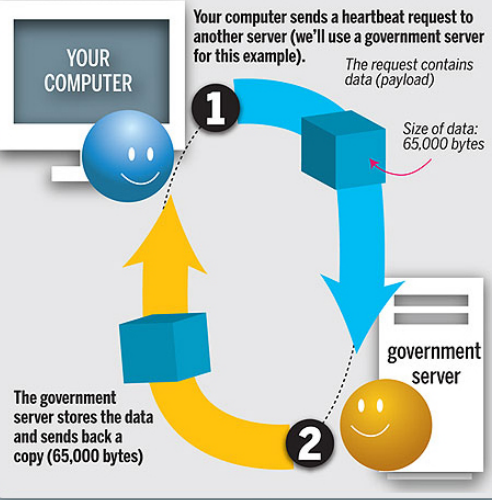
What's affected?

	Was it affected?	Do you need to change your password?
Facebook	unclear	YES
Instagram	YES	YES
LinkedIn	NO	NO
Pinterest	YES	YES
Tumblr	YES	YES
Twitter	NO	unclear
Apple	NO	NO
Amazon	NO	NO
Google	YES	YES
Microsoft	NO	NO
Yahoo	YES	YES

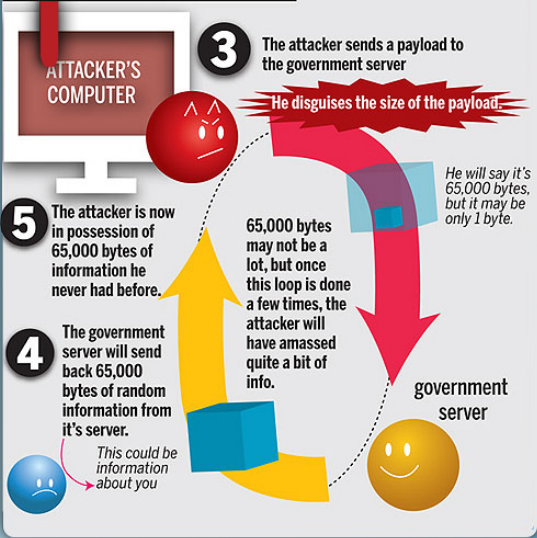
How it works

The heartbeat...

When making an encrypted connection, computers send data (a payload) back and forth to make sure the other is still alive. The heartbeat cycle will continue until the connection is closed.



The Heartbleed...



Heartbleed: What is it and what does it mean for you?

How to Stop this Leak:

As long as the vulnerable version of OpenSSL is in use it can be abused. Fixed OpenSSL has been released and now it has to be deployed. Operating system vendors and distribution, appliance vendors, independent software vendors have to adopt the fix and notify their users. Service providers and users have to install the fix as it becomes available for the operating systems, networked appliances and software they use.

What Can You Do to Protect Yourself?

Contact us today to request a free Heartbleed Assessment to determine if your company is vulnerable by calling **613-594-9199** or emailing us at newsletter@neolore.com

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 will 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 caused by these oversights.

Download your **FREE** copy today at www.neolore.com/free-stuff/reports/



What The Heck Is Cloud Computing? (And Why You Should Care)

Cloud computing is a concept that could save your business quite a bit of money on software, hardware, upgrades and services. Instead of purchasing hardware and software for your office, you can use cloud computing to put your programs on a highly secure "super server" online. All you need is an Internet connection to your office and you're in business. There's a good chance that MOST of the software applications you use every day are now "software as a service" applications. In other words, you don't have to install them on your server or PC – you simply access the software as a pay - as - you - go model for only the licenses, space and features you use. This gives you the ability to access highly sophisticated software and functionality at a fraction of the cost – or even for free – and without long - term commitments.

For example, Google is a massive, free cloud application – the power required to search billions of web sites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures and connect with your friends in real time without having to install any software on your computer. Of course, there are also applications such as Salesforce, Constant Contact, SurveyMonkey, etc., that you pay to use.

It is quickly becoming unnecessary for some businesses to purchase and maintain an on - site server. Now companies can host one or more of their applications, data, e - mail and other functions "in the cloud."

That simply means it's stored off - site in a highly secure, high - availability "utility" company that has far more power and resources than you could ever logically have on - site as a small business. And with devices getting cheaper and Internet connectivity exploding, cloud computing is suddenly a very smart, viable option for small business owners.

Is Cloud Computing A Good Fit For Your Company?

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial - grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost

every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service.

So before you donate your server and sign up for Google Apps or Office 365, contact **NeoLore Networks Inc.** who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

Click [Here](#) for more information.



Shiny New Gadget Of The Month: LithiumCard



As we rely more and more on our smartphones and tablets for staying connected, battery life becomes an increasingly important issue. Enter the LithiumCard. This “hypercharger” is created by Linearflux and is approximately the size of a few credit cards stacked together, however it is able to pump out electrons as fast as some of its much larger competitors. It recently finished a successful run on Indiegogo

and Mashable was able to get their hands on a prototype for a test run. Their results are surprisingly encouraging. In a head to head test with a regular rechargeable battery (Nokia DC-19), the LithiumCard left the Nokia DC-19 in the dust. The LithiumCard is expected to make its way into the market in the coming months, but for now you can request to be notified when preorders are available here: <http://www.linearflux.com/lithiumcard/>

4 Ways To Use LinkedIn To Generate More Appointments And Clients

LinkedIn is one of the best social media sites for generating QUALITY leads and new clients. Although it may not deliver a flood of business, if you're going to spend time on social media, you'll want to put your focus on LinkedIn, especially if you're selling business to business services. Here are four ways to use LinkedIn:

1) LinkedIn Ads

(www.linkedin.com/ads). These are a lot like the ads you see on Facebook running down the right column. It IS passive advertising, which means prospects aren't necessarily SEARCHING for your services as they do on Google, but the quality of a prospect going there is much, much better. To maximize your results:

- **Target your ads to your specific prospects.** Job title, location, company size and industry are some of the selections you can use for targeting WHO your ad displays to.

- **Test different headlines and offers.** Always split - test at least two ads at a time, varying the headline, image and the offer. I change our LinkedIn ads every two weeks, eliminating the lowest performing ads with a new

test. Believe it or not, the headline “Killer IT Sales Videos” has been the top performing headline for almost a year now, even though Robin hates this headline. Results and not opinions are what matter.

- **Drive visitors to a landing page on your web site**, not just your home page. You should have a specific landing page for LinkedIn visitors so you can track results back to the source. It can be a landing page with the offer from your ad OR a replica of your home page, if that's appropriate.

2) Join LinkedIn groups.

Participation in discussion groups is a great way to get involved in a niche. Post when you have something of value to add, not just a sales pitch, focusing on building your credibility with the other members of the group.

- 3) **Get Referrals.** Look up your clients on LinkedIn and see who THEY are connected to – then ask them to make an introduction. Make sure to connect with all of your clients, warm prospects and business friends on LinkedIn to increase your 1st and 2nd degree connections and give you yet another way to communicate with them.

4) Build or scrub your list.

Depending on your LinkedIn member level, you can search within groups, by industry, location, job function, seniority level, company size, interests and more. If you're not a premium paid member on LinkedIn, then your search parameters are going to be somewhat limited, but you can use LinkedIn to better prepare for the telemarketing calls you are already making. Some companies have all their employees listed, giving you a snapshot of other key influencers in the

organization who you may want to include in your marketing efforts (like the IT manager, office manager, etc.).

Like anything else, LinkedIn can be a huge distraction if you're not using it with a goal and a focus. Use the above strategies to enhance your marketing and, when possible, see where you can systematize and delegate these tasks to someone else in your company to better leverage your time as the CEO.

And you need to be receptive to what it suggests you do.





The Lighter Side: That's "No Picnic"

It's that time of year, the weather is warming and you want to get out more. What better way to spend a sunny afternoon than on a picnic with family or friends! But what are picnics really and where did they come from? Find out here:

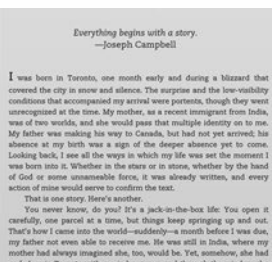
- Originally a picnic was a fashionable social event to which each guest contributed some food.

- In the year 2000, a 600-milelong picnic took place in France on July 14 to celebrate the first Bastille Day of the new millennium.

- The use of the phrase "no picnic" to describe something unenjoyable dates back to 1884.

- The French started the modern fashion for picnics when they opened their royal parks to the public after the revolution of 1789.

- Our word "picnic" dates back to 1794, exactly 100 years after "pique-nique" was first seen in French.



How Much Has Technology Changed In The Last 9 Years?

Technology changes faster and faster than ever. Consider how much technology has changed since this time in 2005, just a few short years ago...

Can You Believe That These Technologies Didn't Even Exist in 2005?

We lived in a world without smartphones, tablets, e-readers, Facebook, in-home WiFi and Netflix. What did we do with all of that extra free time!

- Smartphones did not exist. Now 62% of consumers have one.

- E-readers such as the Kindle and Nook did not exist yet and now 40% of consumers own at least one.

- Tablets/iPads were nonexistent. Now over 40% of consumers own one.

- Netflix was merely a service to order DVDs in the mail.

- We were still connected to a wall since in-home WiFi had yet to arrive.

- Facebook was a small social networking service on the campus of Harvard.

Dying Technology

In 2005, most consumers owned VCRs and mobile phones. How much longer will it be before we only see these items in a museum?

Are These Technologies Here For The Long Haul?

Even with all of the technological advancements, the possession of many of these electronic devices has hardly changed:

Cable TV – Even with streaming services such as Netflix, Hulu and many other apps, the

percentage of consumers with cable TV has remained exactly the same (68%).

DVD/Blu-ray Players – Ownership down only 3% over the last 9 years.

Desktop Computers – Down only 8% (interestingly, the ownership of laptop computers has more than doubled during this period).

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Tracy L! She was the first person to correctly answer last month's quiz question: What is the end date of Windows XP?

Answer: April 8, 2014

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 % of consumers have a smartphone?

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