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 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.

Can Macs Get Viruses?

A very common misconception is that Mac products cannot get viruses. Not true! There is no such thing as a 100% safe computer. Devices running OS X, Windows, Linux, Android or any other operating system are all capable of being infected with a virus or other malware.

However, the likelihood that an Macintosh user gets a virus is much lower than for Windows users. In fact, many Apple users don't even run any antivirus software on their computers. Whether that is a smart strategy is debated by many IT professionals.

A few of the reasons why Macs don't get as many viruses as PCs are:

1. Mac OS X is based on the Unix operating system, which is one of the oldest and most secure operating systems around.

2. Microsoft Windows is used by many more people, so it's a bigger and better target. Plus the way that Windows is built makes it easier for viruses to spread across computer networks.

3. Many of the tools designed to create viruses or malware are written for the Windows operating system.

Windows Threats Even For Macs

Many Mac users find themselves having to use Parallels, BootCamp or other virtual software to run Windows only programs such as Microsoft Publisher. Because these Macs are now running a Windows operating system, they are now susceptible to Windows viruses. In addition, an Apple computer can certain become a "carrier" of a Windows-based virus. This virus would not infect the Apple machine, but could infect other Windows machines on your network if it were to send that virus via email or across the office computer network.

And Even More Threats…

Any software, plug-in or other 3rd party add-on that is installed onto any computer that connects to the internet can introduce its own security risks. One of the most common ways that the "bad guys" are able to attack a Mac is through browser applications and browser plug-ins such as Adobe Flash, Adobe Reader, Java and others. Just about every Mac user has all three of these plug-ins installed on their computers (and many more). These are a necessary part of business, but do introduce additional security risks for all computers.
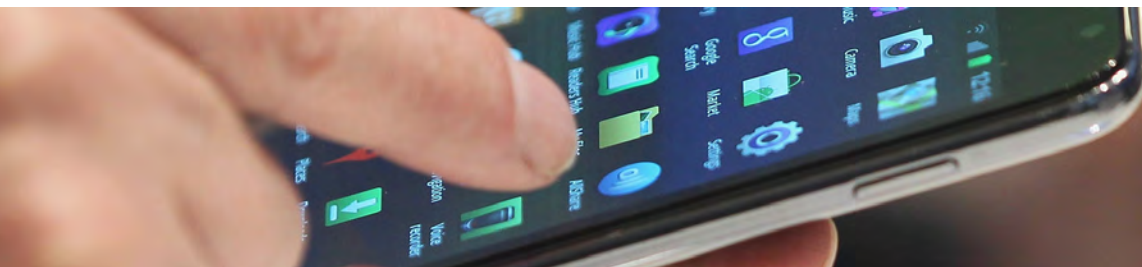
The Human Factor

Although Macs are less vulnerable to viruses, they are still operated by flawed humans who can still be the victim of Trojan Horses, phishing and other online fraud. Your best bet is to keep everyone informed about online security risks in your business, no matter the computer they're using.

Don't Let Your Phone Be Used Against You: 5 Smart Tips To Keep Your Smartphone Safe

For better or worse, we are practically "married" to our phone these days. It goes everywhere we go. It has access to our most private conversations and key financial data. It holds some of our most precious memories, in the form of pictures, sound recordings and video.

And yet, there are those who would use it to rob and manipulate you. And they're getting more and more clever each day at penetrating your defenses.

1. Keep your phone with you at all times. Remember, if somebody swipes it:

- It can be used to access your money, or steal your identity.
- Someone can pose as you on your social media accounts.
- A thief can use your SIM card to rack up phone bills.

2. Keep your phone secure.

- Set a secure entry password.
- Update your phone's operating system as soon as updates become available.
- Turn Bluetooth off when you're not using it and avoid using it in crowded areas.
- Only use encrypted WiFi networks that require a password, and set your phone to not automatically connect to new networks.
- Enable remote geo-tracking and the lock and wipe functions. These will allow you to locate your phone if misplaced. You'll also be able to lock the screen and wipe the data if the phone is stolen. Just be aware that geo-tracking may enable others to pinpoint your location.

3. Keep your data secure.

- Back up your data regularly.
- Don't save passwords or PINs on your phone.
- Avoid online banking in public or crowded areas. Strangers may be able to look over your shoulder.

4. Use apps safely.

- Apps can transmit personal data. Select permissions carefully when you install them.
- Always source apps from trusted providers and check feedback from other users.
- If you're not sure why an app needs access to your contacts, calls, photos or location, see if you can find a comparable app that doesn't require that access.

5. Be selective about how and where you use your phone.

- Stick with trusted webs sites and apps when you download anything.
- Never download content from an unknown source or one you can't verify.
- Turn GPS off when you're not using it. Your location can be tracked if you have it turned on.
- Log out of web sites when you are done using them.
- Especially with e-mail – THINK before you click. Hackers are getting very clever at creating authentic looking e-mails. One false click could unleash malicious code allowing them access to all your personal data.

Keep these tips in mind to keep yourself out of harm's way — and to enjoy all the great things you love about your phone.

Shiny New Gadget Of The Month:
Lily Camera

Shooting the perfect video for your business just got easier, thanks to a new flying camera that's smart enough to follow you on its own. It's called the Lily flying camera, and it breaks new ground in ease of use. Just toss the camera in the air, and it starts shooting video. It can follow or circle or zoom in on a subject with ease. You just wear a special wrist beacon. Lily may be a cool toy, but it's also a great tool for your business. Shooting video from the air, hands-free, quite literally means the sky's the limit on what you can do. It also means you can shoot great marketing videos without having to buy a whole lot of new gear. Just toss Lily in the air, demo your product and let Lily capture stunning aerial footage for you.

The Lily Camera is currently retailing for $799 USD, and you can check it out at https://www.lily.camera

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Real Leadership Is Power With People (Not Over Them)

Everything we accomplish happens not just because of our efforts but also through the efforts of others. The biggest difference between people who manage others versus people who lead others is how they develop those under them.

As all leaders know, untitled or not, leadership is power with people, not power over people. Do you build people up or tear them down? Encourage or discourage others? Try to be the hero, or make heroes out of those around you?

According to researcher Tom Rath at Gallup, the No. 1 reason why people quit their jobs is lack of appreciation. Everyone wants to feel significant, to be recognized for what they do. It's important to make people feel appreciated. It's even more important to let people know there is someone who believes in them, so much so that he or she will not let them be less than they can be.

The 3 C's of Power with People:

Character – Those who wish to influence others understand how important character is. When establishing character, it is critical to remember that the opposite of humility isn't pride; it is self-absorption. Few people can lead or inspire others, at work or at home, when they are self-absorbed.

Competence – People who act as leaders exude competence – by their actions, by their appearances and in everything they undertake.

Connection – When we act effectively as leaders, those around us bond with us – not because of our position or title in the organization, but because of their relationship with us.

Once you've developed these 3 C's in your relationships with others, you will be capable of leading. As a leader, titled or not, your job is to act as a thermostat, not as a thermometer. Industrialist Harvey Firestone said, "You get the best out of others when you give the best of yourself." So give it your best.

Leadership Action Points:

Express your appreciation – To act like a leader, celebrate the success of those around and under you as if it were your own.
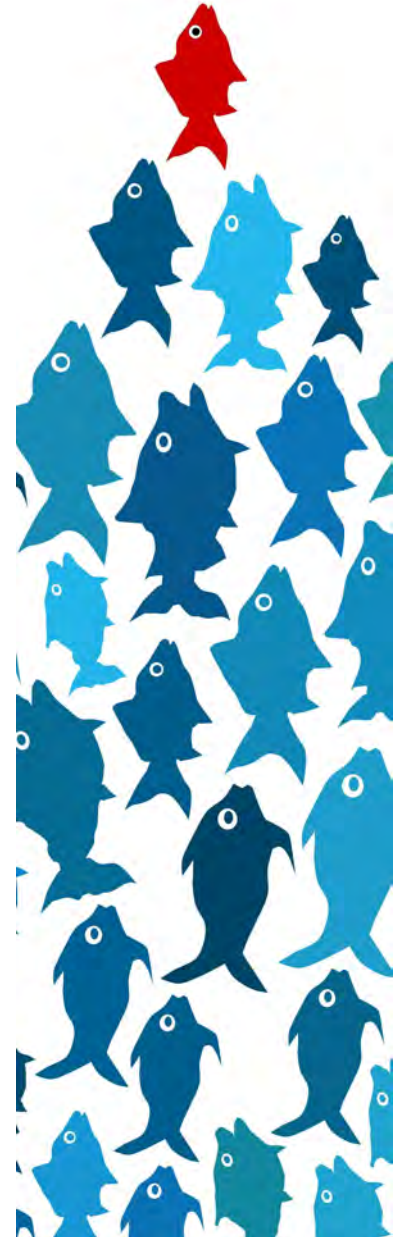
Ask others what motivates them – When was the last time anyone asked you what motivates you? Don't make assumptions about what motivates your team either.

Collaborate – When it comes to decision-making, the oft-used acronym TEAM is true: Together Everyone Accomplishes More.

Practice diplomatic confrontation – Rather than confronting the person, consider what behavior of his or hers needs to change. Confront the problem, not the person. career.

One day a user brought us her laptop. She said it was acting "weird." We ran the usual diagnostics, which all came up clean. Then the dreaded "Blue Screen of Death" showed up. The cooling fan had failed completely. So we backed up her data and gave her a new machine. End of story…

Nope. Within a week, she brought the new laptop back to us, complaining of similar problems. This had us stumped – it was brand-new. We ran the hardware diagnostics in a continuous loop overnight. Nada. We asked the user if she had any ideas. She got a funny look on her face and promised to report back to us. Sure enough, the next morning we received an e-mail from her, with an incriminating picture. When she snuck into her den at midnight, she had caught Boots, her fat orange cat, preparing to take a nice, warm nap on her laptop. As Boots stepped onto the keyboard, his paw triggered the hot key. Then, as he snoozed on top of the unit, the internal fan had to work overtime to keep it from melting down.

Mystery solved! We all had a good laugh, glad to know our detective work had finally paid off.

Cloud Computing And Your Company: What You Need To Know

Like it or not, cloud computing is coming to your industry. The question is, will you happily be an early adopter of this technology or be frozen by indecision?

Here are some answers to questions you may have about how to best take advantage of this new and sometimes paralyzing technology.

Just what exactly is "the cloud"?

The cloud is simply storing and/or accessing data and programs over the Internet – rather than using a computer's hard drive. Simply put, the cloud is a metaphor for the Internet. Due to increases in technology, the cloud is a super-efficient and reliable data processing, storage and delivery system.

Why migrate to the cloud?

The cloud can integrate online apps for marketing, human resources, customer service and more, enabling faster scaling, growth and flexibility for your organization.

As with your electric bill, you pay only for the capacity you use, thus reducing your capital expenditures as well as ongoing expenses. It also allows instant access from any device and easy backup capabilities.

What about data security?

While there are risks in sending your data to the cloud, one way to protect it is to select a data security system that encrypts the data at the file level before it leaves your network.

So, is the cloud for you?

There's a lot to like about the cloud, yet we've just scratched the surface in this article. If you have more questions or would like help putting together your cloud strategy, call us at 613-594-9199

Who Else Wants To Win A $25 Gas Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Aimee E! She was the first person to correctly answer last months quiz question: True or False: For Some Google+ Circles you are able to email contacts as well.

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

Question: True or False: As long as you have a password on your phone it is fine to have your passwords and PINS saved on your phone?

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