

# TECHLORE

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

**INSIDE THIS ISSUE:**

Natural Disasters Can Destroy, But Your Data Is Safe If It's In The Cloud	page 1	Avoid This Critical Security Mistake	page 2
Gadget Of The Month: Tapi	page 1	NeoTip of The Month	page 2
Engage Others: Learning From The Pros	page 2	Free Report Download	page 2
How To Fix Your Slow Home Internet	page 2	Monthly Trivia Question: Win a \$25 Tim's Card!	page 2



“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.

## Natural Disasters Can Destroy, But Your Data Is Safe If It’s In The Cloud

This past hurricane season has brought some of the most harrowing, widespread destruction the southeastern United States has ever been forced to weather. But, despite the enormous, tragic cost of these natural disasters, the people of these communities persevere. In the wake of widespread wind damage and flooding, communities have banded together. Thousands of volunteers and neighbors are working as one to rebuild and



find the way forward. There is no doubt, however, that the havoc wreaked by Hurricanes Harvey and Irma will produce aftershocks that will echo through affected areas for decades.

To anyone who turtled up in their attic in the middle of the storm or

just saw a picture of the wreckage in the news after the hurricanes departed, the physical damage caused by the storm is obvious. What’s less obvious is the effect these storms have on the futures of the survivors, the reverberating impact that cuts thousands of life plans short and forces individuals to completely change their course in a cruel reversal of fate.

“Forty percent of small businesses don’t survive these events,” said Russel Honore, the previous Joint Task Force Commander for Hurricane Katrina. The electrical grid is knocked out for days, and businesses are forced to close the office for what they hope is a temporary period due to flooding.

Each day that a business can’t provide service, it’s bleeding money — a cost that many businesses, especially the little guys, can’t absorb. So, they

close for good, their buildings go up for lease and those who were once the heads of promising young businesses are now unemployed, in the market for a job in a city up to its neck in water.

Just as common is a business that finds its central data structures wiped out by physical damage. Following a hurricane, most businesses near the storm should have little trouble cleaning up and remodeling following nasty flooding, but if their servers, computers and network infrastructure have been wiped out, it’s a completely different story.

Oftentimes, a catastrophic loss of data will shutter a business for good. A 2010 report by technology research firm Gartner Group stated that 43 percent of businesses went belly-up almost immediately after a “major loss” of data, while 51% shut down within just two years. That leaves a measly 6% survival rate for businesses that suffer company-wide data loss.

These are scary numbers, to be sure, but there is good news: Businesses that migrate their data to the cloud are at significantly less risk of losing vital data. This is not only because your typical cloud service will back up your up-to-date data with several levels of redundancy, but because most cloud services are actually more secure than their onsite counterparts in general.



And make no mistake, businesses with on-site data are susceptible to loss far beyond physical disasters like hurricanes, flooding, earthquakes or solar flares.

Don’t forget the risks disgruntled employees, freak accidents and, especially, hackers pose to your precious data. While it’s true that all of these risks still exist with cloud-based services, they’re much reduced. A 2012 Alert Logic report stated that “on-premises environment users actually suffer more [hacking] incidents” than cloud-based users, while also being subjected to “significantly more brute force attacks.” When you think about it, this makes sense. With your entire system backed up on a number of off-site locations, it’s much more difficult for hackers to

encrypt the entirety of your data and hold it for ransom.

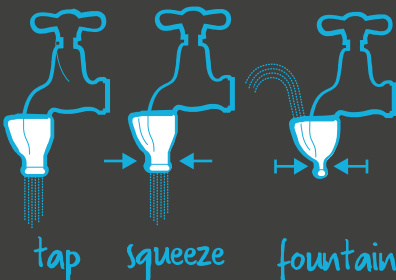
That said, not every business absolutely needs the cloud to stay secure. Certain business models need on-site structures for various reasons, and a few find it more cost-effective. Still, the cloud is definitely something that any savvy business owner needs to examine closely as a potential option. It could mean the difference between flourishing in the next fiscal quarter and going under.



### Shiny New Gadget Of The Month: Tapi Tap Squeeze Drink Fountain

pinch the bottom. This forces the water up through the spout, converting your faucet into a water fountain! For more information, visit <https://dreamfarm.com/tapi/#>

Tapi is a great idea, especially if you have young children. This little gadget is made from BPA free water-safe rubber, it is dishwasher safe, measures 2.5” long and fits right on any standard tap with a straight spout. It allows the water to run straight through until you





# Engage Others: Learning From The Pros

Did you know that Thomas Edison, Henry Ford, Harvey Firestone and Charles Lindbergh were all close friends?

It's true. They all had homes in Florida and often fished, dined and socialized together. These four men, all incredibly successful, shared similar interests and philosophies. Through their individual perspectives, they challenged, sharpened and expanded one another's thinking.

These men all knew that we become greater by association with those who are great. Connecting with others and building mutually beneficial relationships can not only help you live a fulfilled life, but leverage your efforts to realize your full potential.

My new book, *The Potential Principle*, offers several powerful tools for creating breakout improvement on your journey toward bettering your best. One

of the most important of these is to "engage others to avail yourself of their wisdom and help."

Sure, if you want to be all that you can be, you need to take responsibility for your own success and do the work it takes to achieve your dreams. But at the same time, you can and should look to others for ideas, mentoring, coaching, encouragement and friendship. Engaging the right people will certainly help you go farther, faster.

The knowledge you can glean from the experiences of someone you admire and respect will cut years off your learning curve. It will help you replicate their victories and, hopefully, avoid a few of their failures.

But as my friend Larry Winget says, be careful who you take advice from. Listen to people who have actually done something, not someone who just talks about

doing it. To become the best, engage only with the best.

Ask yourself, who are the best people in your field or area of interest? Are you familiar with the top performers? Look to them as an example to learn from and emulate. Consider asking one of these winners to advise, coach or mentor you on a regular basis.

A good mentor will put you miles ahead on the road to success. Anders Ericsson, author of *Peak: Secrets from the New Science of Expertise*, writes, "The most optimal way to improve your performance is to find a teacher who has been teaching other people to reach the level of performance that you want to attain." Makes sense, right?

Remember, others can help you get better, but that can't make you actually get better. Their concern, aid and support can only benefit you if you are willing to do what is necessary to reach your goals. If you're up to the challenge,

however, engage others as you strive for improvement. It will turbocharge your efforts and enrich your life!



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## How To Fix Your Slow Home Internet

Network a little sluggish? First, head over to [SpeedTest.net](http://SpeedTest.net) and run a test. Do the resulting numbers align with the Internet speeds you're paying for? If so, you might just need to upgrade. If that's not the issue, turn both your modem and router off and power them on again, making sure to let the modem power fully on before powering up the router once more. Is the Internet slow on all your computers? If not, it's likely a hardware problem on a particular machine. You may also just be suffering from a weak WiFi signal, requiring some careful repositioning of your router. Make sure there aren't any bandwidth hogs running in the background. System update downloads, file-syncing services and BitTorrent are common culprits. If none of these work, it may be time to get on the phone with your Internet service provider and work it out with them. *Lifehacker.com* 8/24/17

## Avoid This Critical Security Mistake

If you have employees carting around laptops packed with data sensitive to your business, you should be taking added security measures. It's all too easy to nab a laptop from a vacant chair while the user isn't looking. No matter how strong the password, it will almost certainly be cracked, leaving anything unencrypted on the laptop ripe for the taking.

To avoid this, it's a good idea to keep all your sensitive data in one secure cloud service, meaning it's never actually on your employee's hard drive at all. When an item goes missing, you can easily revoke access from that machine.



## 97% Of Business Owners Cannot Spot This Threat To Their Business

The most common ways businesses get hacked isn't some elaborate scheme, it's as simple as clicking a link. Phishing, where hackers trick employees of a business into clicking a link containing malicious software (often masquerading as a regular email from internal staff), is on the rise. Even more troubling is recent data from company Inspired eLearning that shows that as much as 97% of individuals can't identify a typical phishing email. To avoid this, train your employees to keep an eye out for these sneaky emails. If staff receives an email that requests sensitive or personal information, such as passwords, they are typically phishing emails. Employees should never click a link from a source that seems even remotely suspicious or strange, regardless of who it's coming from. *smallbiztrends.com* 8/18/17

## What Is the Difference Between a Facebook Profile, Page and Group?

**Facebook Profile:** A Facebook profile is what comes to mind when somebody mentions Facebook. It is a personal account for a single person that is meant to be in their real name. You can use this to connect with people, share status updates, share photos and links with your friends and followers, and set up your own pages and groups.

**Facebook Page:** A Facebook page can be for anything. There are pages dedicated to famous authors, your local car dealership, and fan fiction. A Facebook page will allow you to share posts pertinent to your business, have people connect by liking the page, and allow you to run advertising campaigns.

**Facebook Group:** A Facebook group is closer to a forum than either a Profile or a Page. Depending on the settings, it can be open to the public or to a few chosen people. With a Facebook group, members within that group can post messages, comment on group postings, share pictures or files within that group or even sell items.

## Free Report: "5 Critical Facts Every Business Owner Must Know Before Moving Their Network to the Cloud"



This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts the most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated. Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

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

## Who Else Wants To Win A \$25 Tim's Card?

The Prize Winner of last month's Trivia Challenge Quiz is Vania S! Vania correctly answered last month's quiz question:

How much has been paid out to cyber criminals in ransomware over the last two years?

Ans: Over \$25 million

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

Question: What is the most common way businesses get hacked?

Call (613) 594-9199 right now with your answer! Or email [contact@neolore.com](mailto:contact@neolore.com).

Moses had the first tablet that could connect to the cloud.