

# Connectability Corner

PUTTING THE PIECES TOGETHER.

Powered by:  
**Connectability**

## Service Tune-up

In order to improve overall responsiveness and transparency we're making some BIG changes!

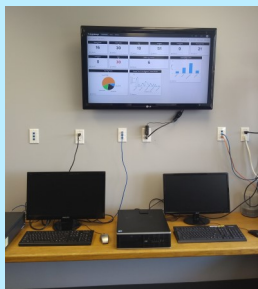
We've added two key elements:

1) Ticket automation

You'll now receive an email whenever you submit a support request, and another email when your ticket is complete. If an issue persists, just let us know and we can quickly reopen the ticket.

2) Implemented ticket tracking with improved reporting

All service metrics are displayed on a screen above our test bench. This helps us track info like avg response time & avg time to close. It even automates reminders, and integrates with a platform we use to reward staff for exceptional service.



We're also working on implementing a feedback tool. That way you can submit feedback when a ticket is closed. It's all part of our dedication to constantly improving our services!

**June 2018**



This monthly publication provided courtesy of Ted Shafran, President of Connectability



## 3 Deadly Mistakes You're Making By Being Cheap With Technology

Today's small and midsize businesses (SMBs) have an uneasy relationship with technology - even if they don't realize it yet. As the marketplace reaches new heights of complexity and speed, and consumers migrate to cyberspace en masse to make their buying decisions, SMBs are responding in turn. Today's savvy business owners utilize ever-evolving technologies to capture their customers' interest and imagination, make conversions and manage their day-to-day operations with unprecedented ease and clarity. Certainly, the Internet age is a thrilling time to be in business. Each business is equipped with wildly powerful tech that has transformed the landscape of commerce forever.

But there's an uncomfortable truth that goes hand in hand with this increased dependence on technology. At its best, IT allows

us to do incredible things we never would have imagined were possible even 10 years ago. At its worst, IT is an unreliable, finicky and potentially hazardous scaffolding upon which we built our loftiest hopes and dreams. Even the best IT requires wrangling to shape it to our needs and keep it on track and safe from intruders.

Despite this reliance on technology, the vast majority of business owners consider it an extra expense rather than a foundational element of their company. As a result, they skimp on technology spending. But being cheap comes with a cost - one much bigger and more dangerous than you probably realize. Here are three mistakes you're making by underspending on this key part of your business.

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**1. You're spending on technology based on an unrealistic, poorly planned budget rather than building your technology budget around your actual needs.**

When you're an SMB with limited resources, it's easy to see any money saved on hardware, software and support as a success, leading businesses to opt for cheap, clunky and outdated solutions. But in a world where the lion's share of your day-to-day operations is dictated by the digital equipment you and your team use, where small businesses exist under constant threat of cyber-attack and data is a precious commodity that could disappear at the speed of a failed backup, cutting corners is unwise. Updating your digital approach and tightening your cyber security may not result in obvious, immediate returns on your investment. But adequate technology spending is just that – an investment. When you invest in the latest technology, you're investing in the long-term productivity and security of your business.

**2. You're opening yourself up to disaster.**

It's one thing to have an employee's computer unexpectedly fail or for an Internet connection to have a momentary hiccup. But if you're skimping on technology, you're leaving your business vulnerable to catastrophes that could cost you thousands. One of the most prominent and overlooked of these threats is cybercrime. According

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to the 2016 State of Cyber Security in Small and Medium-Sized Businesses report, half of all U.S. small businesses fell victim to a cyber-attack in 2015 – a number that has only continued to climb. The majority of these attacks are ransomware, in which all of your vital data is locked and you are forced to shell out enormous sums to recover it. Even if you assume you're secure (and most businesses aren't), there are other risks to contend with. Server failures, data backup loss and system downtime can shutter businesses just as easily as a vicious hacker.

**3. You're letting the competition get ahead.**

Outsmarting your competitors takes more than just mimicking whatever latest strategy the thought leaders of your industry are championing at the moment. It requires anticipating future trends and acting on them. And in business, there's one universal truth you can count on: The future of your industry lies in technology. Cloud services, new and constantly updating software, CRMs and a staggering array of productivity-enhancing tools are just a few of the advances your competitors are considering (if they haven't snatched them up already). If you neglect the future, your company is destined to become a thing of the past.

## Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company NOW

At no cost or obligation, our highly skilled team of IT pros will come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is complete, we'll prepare a customized "Report Of Findings" that will reveal any vulnerabilities we've identified and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you since almost all of the businesses we've done this for discovered that they are exposed to a variety of threats in a number of areas.



**To Get Started And Claim Your Free Assessment Now  
Call Our Office at (416) 966-3306**

## Shiny New Gadget Of The Month:



### Watch What You Eat With LinkSquare

Everywhere we go, most of us use vision to navigate our world. Whether our mouth begins to water at the sight of a tasty dish or our brow furrows at the sight of a shady-looking dollar bill, our eyes are one of our primary means of connection to the world around us. But, just by looking, can you tell whether that delicious-looking food is as high quality as it seems? Or be absolutely sure that the dollar is real?

Enter LinkSquare, the pocket-sized spectrometer that enables us to gaze deeper into the objects around us. After you scan an object with the device, it uses machine learning to analyze the properties of all sorts of items, including the freshness of food, the authenticity of money or gold, the identification of stray medications and a huge variety of other potential applications.

If you're interested in purchasing this wildly futuristic technology, it'll cost about \$300. Learn more at [LinkSquare.io](http://LinkSquare.io).

# Tales From The Trenches

By Ted Shafran

Do you sometimes feel like *no one* knows what they're doing any more? Well, when it comes to delivery services, that's certainly been *our* impression.

You may know that, in addition to our primary business of providing IT support services, we also sell computer hardware. And some months it can be *a lot* of hardware. These products come from a few large, multi-national distributors with warehouses on the outskirts of Toronto. And when we place an order, it's delivered by one of the large national courier services that these companies work with.

Unfortunately, recently it's been looking more and more like those courier services are being run by The Three Stooges. Shipments show up incomplete, late, or not at all, and when we call to find them we're told that they don't know where the package is, they can't reach the driver and they have no idea when we'll receive it. And when we ask for additional information or a follow up we almost never hear back from them.

Although we use them only occasionally, this is a stark contrast to *Federal Express (FedEx)*. *FedEx* is almost never late, can always reach their drivers and will bend over backward to resolve problems on the rare occasion that they occur.

And that's the model that *we* aim to emulate. We'll *always* go the extra mile to meet our clients' needs. If you every have any issues please let us know so we can make fixing them our #1 priority.



## Don't Be A Timmy Texter



We all know someone who can't seem to put their phone down and focus on the road when they're behind the wheel.

In fact, most of us have a tendency to look at our phones while driving to some degree. We all know the truth: this is flat out dangerous. Not just to your own safety, but also the safety of your passengers and the drivers around you. Not to mention that if you're caught, it could be very pricey.

If you're an iPhone user there's already a solution built into your phone. It's called **Do Not Disturb While Driving**. If you receive a text, **Do Not Disturb While Driving** will send an automated message that you are driving and that you will get back to them when you arrive. This message can also be customized to your individual preferences.

If you're an Android user, not to worry! There's an app called **Drive Mode** that offers even more features, including voice to text.

Driving in Toronto can be crazy, and that's why you should do everything in your power to keep you and your loved ones safe!

## ■ How To Quickly And Easily Make Your Business More Profitable

Early in any small business, it's extremely difficult to turn a profit. Even after you gain a little traction, it's easy to get caught up in the never-ending details. This means you have no time left for the things that will actually increase your revenue. But there are a few things you can do right now to raise your bottom line.

Perhaps the most important action item on your list should be to calculate the exact costs of your business. In order to know where you're starting, you need to look beyond general expenses and pinpoint just how much your activities are worth to the company. Then you can start cutting out tasks that are measurably low in value,

automating them wherever possible. If you can do that for both you and your team, you have a great place from which to start. *SmallBizTrends.com, March 26, 2018.*

## ■ Top Ways To Stay Secure In The Social-Media World

Social media allows millions of people to reconnect and stay up-to-date with family members, friends, acquaintances and even former in-laws. But as social media reshapes the way we communicate with one another, it's important to keep a couple of things in mind to protect yourself and your data.

Remember that there's no "delete" button on the Internet. Even if something seems temporary, a simple screenshot or check through the archives can make it permanent. Even if

you keep your social media completely private, relationships change, and what was private yesterday may suddenly become public record. The question you need to ask is whether you'll be comfortable in 10 years with what you're posting today.

In the same vein, if you post in online forums or on message boards, consider using a pseudonym. Never share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all the money in the vault to be shared on the web, you shouldn't allow a picture containing confidential, financial, legal or other protected documents and items to be shared either. A good social-media policy in the office now can save headaches down the road.

## Who Wants To Win A \$25 Gift Card?

Now, here's this month's trivia question. The winner will receive a \$25 Tim Hortons gift card.

Which of the following search engines has been helping people find things online for the longest? (i.e. which came first of the four?)



- A) Ask Jeeves
- B) Yahoo!
- C) Google
- D) WebCrawler



**Call us right now with your answer!**  
**416-966-3306**



This month we'll be making our donation to **Habitat for Humanity GTA!**

Habitat GTA was founded in 1988 as a nonprofit housing organization that envisions a world where everyone has a safe and decent place to live - something I'm sure we can all agree on.

They mobilize communities to help working, lower income families build strength, stability, and independence through affordable homeownership.

If you'd like to help donate or volunteer for this wonderful cause we'd love to hear from you! Email [info@connectability.com](mailto:info@connectability.com) or call us at **(416) 966-3306**