

# Polar Passage

"Tips To Make Your Business Run Faster, Easier And More Profitably"

## 3 "Gotchas" Most IT Pros Won't Tell You When Selling You Their Cloud Solution

Are you using any cloud applications to store data? Then listen up! There are a few "gotchas" you need to know about 3rd-party cloud apps that most sales reps will NEVER tell you.

1. They aren't responsible for keeping a backup of your data. If you read the small print of your contract, you'll see that in every way possible, your cloud provider is NOT responsible for data loss or backups – even if it's their fault. In fact, Office 365 will only keep 3 days' backup of your data; so if you delete or overwrite a file and don't notice it until 4-5 days later, it's GONE. If your data is important, you need to implement a backup solution that works with cloud applications.
2. What you see may NOT be what you get. There's nothing more frustrating than an incredibly slow application when you're trying to work; and the salesperson demo'ing the application or platform is going to make sure you only see the BEST-case scenarios for performance. But there are a lot of things that can determine how fast your cloud applications run, such as the file size you're working on, CPUs and RAM and storage, time of day, day of the week, your Internet connection and the number of users accessing the application. Make sure you get some verification of the speed in YOUR specific environment before spending a lot of money, time and aggravation moving to a new cloud application.
3. What if they cancel you? Here's a scary situation: what if your cloud provider decides to shut down your account because they go out of business or simply decide not to service you anymore? Or what if YOU want out? Make sure you have in writing what happens if YOU cancel your contract AND what your cloud provider can and cannot do if they go out of business, cancel your account or have any other issues that would cause service interruption. Moving a network from a cloud platform is NOT a simple task and you need to make sure you can get your data and that you'll be given sufficient time to make the transition.

**Need help interpreting any of these scenarios? Give us a call at 519.489.0646 and we'll help you put in place a solid "Plan B" for any of the above issues.**



"You don't want to see your technology as a necessary evil. IT should be more than that: IT should help you thrive. That's where we shine! Call us and put an end to your IT problems finally and forever!"

Chris Davis  
Founder & CTO  
Polarverse IT Services

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Waterloo, On

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## How To Make Yourself 'Invisible' To Hackers

There's an old joke about two men hiking in the woods when they come across a big, grumpy black bear. Scared silly, one of the guys starts to run but notices his buddy stopped, bent-over, changing his shoes. He shouts to him, "Dude! What are you doing?!?! Why aren't you running?" to which his friend replies, "I'm changing my shoes because I don't need to outrun the bear - I only need to outrun YOU."

This is a perfect analogy for what's going on in small businesses: the "slow," easy targets are getting nailed by fast-growing cybercrime rings that are getting more sophisticated and aggressive in attacking small businesses. Last year, the average cyber-attack cost a small business \$20,752, a substantial increase from 2013, when the average was \$8,699. That's because most small businesses don't have the security protocols in place or the manpower and budget to implement sophisticated security systems. While there's absolutely no way to completely protect yourself other than disconnecting entirely from the Internet, there are several things you can do to avoid being easy pickings. Here's how:

- 1. Lock your network.** While WIRED networks make you invisible to WiFi snoops because you have to access them by plugging into physical outlets or hacking modem ports, you can create a hidden or cloaked network on a wireless network. Simply disable the service set identifier (SSID) broadcasting function on the wireless router, and only users with the exact network name will have access. Small businesses like coffeehouses can also do this – just periodically change the network's information and place a small sign near the register with the current network name and passcode.
- 2. Encrypt your data.** On your desktops, turn on the full-disk encryption tools that come standard on most operating systems: BitLocker on Windows-based PCs and FileVault on Macs. There is no noticeable performance lag; however, the encryption only applies when users are logged out of the system. So setting computers to automatically log out after 15 minutes without use is a good idea. And for mobile devices, use a VPN (virtual private network) to encrypt data traveling to and from your mobile devices and limit your employees' access to only the company data that they must have to do their jobs.
- 3. Install firewall and anti-malware applications** on all of your equipment, including mobile devices.
- 4. Disable features that automatically connect your mobile devices to any available network.**
- 5. Disable printer and file-sharing options on mobile devices before connecting to a hotspot.**
- 6. Check before connecting to hotspots.** If there is an unusual variation in the logo or name on the login page, beware...this could mean it's a fake hotspot designed to steal your data.

Can you guarantee that the person across the hotel lobby isn't looking at your data? Not really, but the chances of them being able to do that are greatly reduced if you take precautions to protect your business.

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## 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.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at  
<http://www.polarverse.com/WorkFromHome>

## Shiny New Gadget Of The Month:



### InfiniteUSB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at \$10, and will also come in varieties that support microUSB and Lightning connectors.

<http://getinfiniteusb.com/>

## Chris' Desktop



It was a fun past month with the weather getting better there are more activities that can be done with Jillian and she loves the outdoors. The best was recently where we had some time to kill before a playgroup event and we found a nearby playground and up the hill was a firestation(Kitchener #2 @187 Lancaster St W). We noticed all the fireman cleaning up the drive bay and walked partway up so Jilli could watch and one of them called us up, they were all so great letting her climb in the truck and getting into the driver seat. They were heading out for a public event and gave us a bunch of plastic fireman hats and coloring books - wow! To them I'm sure it seemed like a very small gesture but it meant the world to my little girl!

My thanks to all the guys at Kitchener FireStation #2!!

### Jillian's Toddler Times

I'm a fire-person! Gamma, momma and papa took me to see 2 different fire stations and I got my own fireman hat, stickers and colouring books! I got to sit behind the steering wheel in the fire truck but they wouldn't let me drive. Fireman are so nice!

No more diapers in the day time! I'm mastering the potty papa says and I only wear diapers at night now, I feel lighter!

### Business Continuity Solutions

Traditional backup methods, such as tape, disk, or online only, are no longer sufficient. In fact, leading edge business owners are finding them unacceptable, due to their inability to recover data quickly and mitigate downtime. Technological innovations have established a comprehensive new standard, Intelligent Business Continuity (IBC). Only an IBC solution will ensure data protection, data security, instant recovery, mitigate downtime and ensure continuity.

For More Info visit <http://www.polarverse.com/data-backup-and-recovery/> or call us 519.489.0646

## How To Know When An Employee Is About To Quit

There's nothing quite as devastating as losing a key employee, especially if they give you no warning or notice. Often they'll give you subtle signs such as a lackadaisical approach to work, arriving and leaving on time, not a minute sooner or later, long lunches or suddenly having several appointments at the beginning or the end of the workday. But one of the biggest giveaways is their Internet behavior at work.

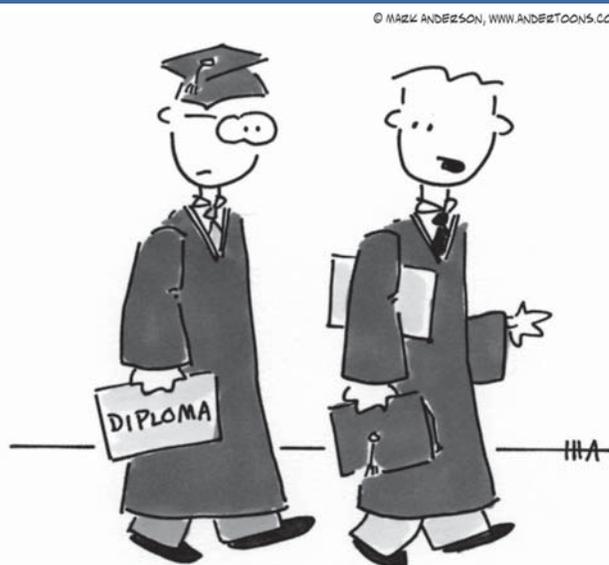
We already know that employees spend personal time at work on Facebook and other social media sites; but you know something's going on if they've added monster.com, Craigslist, LinkedIn and other local job sites to the web pages they frequently visit.

That's ONE of the reasons we recommend our clients install an Internet monitoring software for their network. Not only will it reveal when employees are looking for work somewhere else, it will also alert you to employees who are wasting HOURS on social media, gambling, shopping and other non-work-related web sites. It will also prevent employees from accessing porn and file-sharing sites that could bring on a BIG lawsuit or nasty hacker attack.

While some people fear this is too invasive, keep in mind that you are paying those employees to perform a job with company-owned devices and company-paid Internet. We're not suggesting you monitor their personal devices or what they do after hours on their own time. But it's perfectly reasonable to expect an employee to put in a full 8 hours if you're paying them for their time.

Of course, you should provide notice that their computers are being monitored and set the expectation that you want them working during company hours; you should also detail what employees can and cannot do with company-owned devices in your Acceptable Use Policy (AUP). If you want to give them the ability to check personal e-mail and social media sites during work hours, you can limit it to 30 minutes a day during their lunch hour or break. Again, we don't recommend this since this can be an easy gateway for viruses and hackers—but these options are available.

Need help designing an employee monitoring system on your network? Give us a call. We can help you put together an Acceptable Use Policy and put the right software in place to enforce your policy.



"The pomp was OK, but I could've done without the circumstance."

### The Lighter Side:

## Lost In Translation: Advertising Blunders



- Clairol introduced a new curling iron they called the "Mist Stick" to the German market, only to find out that "mist" is slang for manure in German. Not too many people had use for the "manure stick."
- When Gerber started selling baby food in Africa, they used the same packaging as in the US that featured the "Gerber baby" on the front. Later they learned that in Africa, companies put pictures of what's inside the package on the label since most people can't read, thereby causing African consumers to think there was pureed baby inside.
- Colgate introduced a toothpaste in France called "Cue," the name of a notorious porno magazine.
- Pepsi's "Come alive with the Pepsi Generation" translated into "Pepsi brings your ancestors back from the grave," in Chinese.
- The Coca-Cola name in China was first read as "Ke-kou-ke-la," meaning "Bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent "ko-kou-ko-le," translating into "happiness in the mouth."