

Polar Passage

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

March 2016 Inside This Issue

Relying On A Good Luck Charm? ...Page 1

Free Report: The Waterloo Region Business Owner's Guide To IT Support Services And Fees...Page 2

Shiny New Gadget Of The Month...Page 3

5 Ways To Reduce Stress In Seconds...Page 3

Tech Trends ...Page 4

Comic ...Page 4

Insert:

Chris' Desktop

Jillian's Toddler Times



Relying On A Good Luck Charm?

Carrying a four-leaf clover might work for leprechauns. But when it comes to Internet abuse by employees, you're gonna need more than sheer luck...

Did you know that...

- 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. - 5 p.m.
- Non-work-related Internet surfing results in up to a 40% loss in productivity each year at North American businesses.
- According to a survey by International Data Corp (IDC), 30% to 40% of Internet access is spent on non-work-related browsing, and a staggering 60% of all online purchases are made during working hours.

The list goes on, and the costs to your company can be staggering. What types of web sites present the greatest risk? Categories include abortion, alcohol, dating, death/gore, drugs, gambling, lingerie/ swimsuits, mature,

nudity, pornography, profanity, proxy, suicide, tobacco and weapons.

Risks these types of web sites expose your business to include malware, viruses, fraud, violence, lawsuits, loss of confidential and/ or proprietary data and more. Even social sites, while perhaps not quite as risky, can have a major impact on productivity.

Barriers that once stood at the edges of your office network have been annihilated by digital media. Web content filtering is now crucial to network security - not to mention employee productivity- in this emerging environment. It can be deployed in a number of ways, but basically they boil down to two: inline and endpoint filtering.

Inline Web Filtering

One way to filter web content is to control it at the entry point or

continued pg2

gateway to your network. This technique intercepts all web traffic and applies filters that allow or block web access requests. Because the entire network is filtered, no access to the user's device is required.

With inline web filtering, there's no need to expend resources managing content at each endpoint – your employees and their computers, whether desktop or mobile. Inline

filtering not only saves bandwidth, it goes a long way toward mitigating cyber threats. For securing activities that take place within your network, it's a critical and potent strategy.

Yet, with the shift away from traditional office-bound work routines to a work-from-anywhere culture, the effectiveness of inline filtering has diminished. When employees access the web outside your network's gateways – via home networks, hotels, coffee shops, etc. – their devices become vulnerable to attack. And any employee can carry

an infected machine into and out of your company's building and network on any given day, exposing your entire network to infections.

And that's why so many companies are moving to endpoint-based web filtering to complement their inline filtering.

“Any employee can carry an infected machine into and out of your company's building and network on any given day.”

they connect to the web. Software at the endpoint – your employee's device – carries a predefined filtering policy from the central server that can be intranet-based or cloud-based.

The endpoint filter is then updated periodically from your company network. This method assures that web filtering is always active, no matter which gateway the machine connects through. The downside is that it must be rolled out and maintained at all endpoints.

That being said, one advantage of endpoint-based filtering is that it addresses stringent employee privacy

regulations that are quickly becoming the norm in Europe and elsewhere around the world. Because it keeps browsing-pattern information within the user's device, endpoint-based filtering provides a fairly non-intrusive way to handle employee privacy concerns.

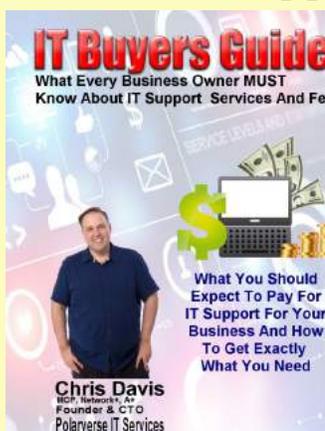
And finally, while endpoint-based filtering really is the only way to protect a network without boundaries, as most companies now have, ideally it works hand in glove with inline filtering.

Forget The Charms – You Can Bet On This

We highly recommend rolling out not only inline and endpoint filtering, but also an effective training program for your staff to encourage best practices and assure compliance with your company's web security policies and procedures.

Want to make sure all gaps are sealed and you won't have to count on a four-leaf clover, a rabbit's foot or knocking on wood to keep your network secure? Contact us today at 519.489.0646 or info@polarverse.com for a customized Web Content Filtering Review and Analytical Report on your system.

Free Report Download: The Waterloo Region Business Owner's Guide To IT Support Services And Fees



You will learn:

- ◆ The 3 most common ways IT services companies charge for their services, and the pros and cons of each approach.
- ◆ A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- ◆ Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to.
- ◆ How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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Chris' Desktop



Happy St. Patrick's Day!

A little bit of trivia on the "Wearing of the green"

On St Patrick's Day it is customary to wear shamrocks and/or green clothing or accessories as St Patrick is said to have used the shamrock, a three-leaved plant, to explain the Holy Trinity to the pagan Irish. This story first appears in writing in 1726, though it may be older.

What's new at Polarverse: Soon we will be offering a **24/7 phone support** desk to our Ultra360 plan holders as well as it will be offered as an add-on to our Ultimate plan holders. We sent out a survey in late Feb and the feedback greatly pointed towards this being something everyone would use. The company doing the phone support is based in the USA which avoids most language barriers/understanding. The support desk will have a list of users that are approved for support and will have access to a knowledge base that we will provide for common issues. If a problem cannot be resolved it will be escalated directly to me and depending on the urgency/severity I'll either be paged or will get the ticket the next business day. There will be a more formal announcement on this in late March/early April but if you have any concerns or questions just ask!

My little technician: Recently I had the pleasure of bringing Jillian with me for an onsite visit to a client's branch office out Woodstock area. A pleasant surprise for the staff there and Jillian though shy at first had a lot of fun with hide and seek while her papa worked. She lucked out at some fruit loop treats too!



Jillian's Toddler Times



I'm really enjoying my pre-school and I am starting the next level of my swim class soon! I love spending time with papa when I can, he gets so busy sometimes I miss him lots so I was really happy I got to go to see the client with him. We took country roads to get to Woodstock and I saw a house on the back of a truck and a goat—not on the truck the goat was at a farm. I got to play hide and seek at the client's and then we went to Tim Horton's to get some tim bits—they are my favorite!

Sorry WE'RE
CLOSED
OUR SYSTEMS ARE DOWN

**Never say this to your customers.
Or they won't be your customers anymore.**

- ⇒ Implementing a solution that will backup, protect, and recover your data is easier and more cost effective than you may think.
- ⇒ In fact, it will probably pay for itself in business saved and headaches avoided, the first time your system goes down or data is compromised.
- ⇒ If your server crashes or you experience a power outage, we can virtualize your systems to the cloud, and you can keep running your business. That's business continuity.
- ⇒ You may hear a lot of backup solutions on the radio these days. While they may have their place for your home data, they are not designed for business data, files and systems. And they won't keep your business running in the event of a technical or natural disaster.



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Shiny New Gadget of The Month:



New App Tames Expense Tracking

Business Travel and Entertainment is one of those expenses that can bleed cash from company coffers – IF you or your CFO don't keep an eagle eye on it.

And no wonder: it often entails hand-entered data, widely disparate vendors, no real time reporting and, until now, an out-of-office transaction with no mobile reporting back to a central corporate database.

Enter Concur. This automated, mobile expense management system lets business travelers focus on their jobs while giving finance leaders complete and real-time visibility into spend. It automatically captures and categorizes company credit-card transactions, making it simple for traveling employees to review, reconcile and submit statements for approval.

At the same time the immediate insight it provides helps you and your finance team stop bad spending decisions before they happen, manage budgets more effectively and drive better business performance. Learn more at

www.concur.ca

5 Ways To Reduce Stress In Seconds

Life is stressful, especially if you're in a start-up or are an entrepreneur. The techniques below help force me to relax and chill out when I over-schedule, under-sleep and freak out.

Breathe.

Yep. We all do it until we're dead. But most of us don't do it right. Stress tends to make us shallow breathers. When you're stressed, stand up and take long, slow, deep breaths – the kind you take before jumping into a swimming pool of cold water, or before giving your kids “the sex talk,” or asking your boss for a raise. Slow inhale, slow exhale. Do this at least five times. If you get dizzy, sit down. You're probably not used to that much oxygen.

Laugh out loud.

If there's nothing funny in your life or office, turn to YouTube. Search on “Cats, Fail” or “Epic Face Plant.” You'll find lots to laugh out loud at. If you're not near the Internet, think about something funny.

Put things in perspective.

I used to think noises and distractions outside my office were annoying and stressful. Then Hurricane Sandy hit and suddenly I was walking to a shelter every day and working at a table with six other people. It put a lot of things into perspective. So did going from a net worth of millions to a net worth of whatever coins I could find in the couch, my ashtray and my daughter's piggy bank. Think of the

worst thing that's ever happened to you or someone you know, and put your stress next to that.

Change location.

Being able to teleport to a hot tub or a deserted beach somewhere would be awesome, but until that technology is available, the break room or bathroom will have to do. If that sounds depressing (and it does, doesn't it?), then step outside instead. Walking to the vending machine or coffeepot, or taking the elevator to another floor and wandering around pretending to be lost, is an option. The point is to change locations and get away from the place (or person) stressing you out. The walk there and back, and even a different environment, can reduce stress in a matter of minutes.

Stretch.

Yeah, crazy, right? But it works. Stand up and stretch. Move to a doorway and push on either side of the door frame. Twist. Sit down and put your legs out in front of you and point your toes. Find a stairwell and do some standard runner's stretches. Google “stretching” to find something if you've put your high school gym class behind you. No technique is going to work if you've let stress build up. The minute you start to feel stressed, address it head-on. Then figure out what's causing the stress and eliminate it as much as possible.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next E-Myth!” For more information, visit www.mikemichalowicz.com/.

TECH TRENDS



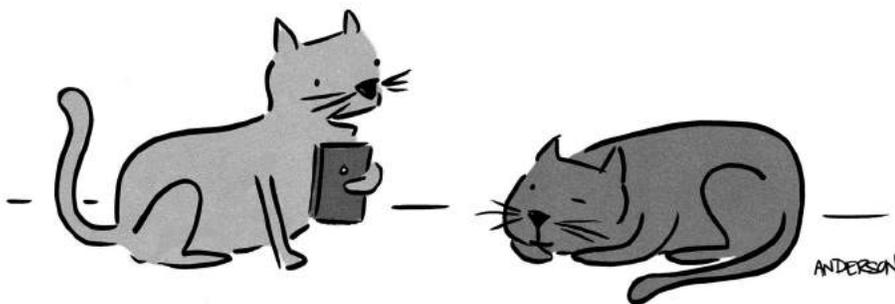
The revolution has begun – and it’s right on your wrist. It began with the Apple Watch and its gentle “taps” for reminders. Now, a whole new wave of digital technology known as “haptics” lets you literally *feel* what you’re working with. Imagine an employee skillfully maneuvering a precision machine in a distant factory. Or a surgical resident actually feeling what it’s like to operate on a patient’s brain – with no real patient in danger. Lechal, for instance, makes footwear that works with a smartphone app to help with navigation. Set your destination and your left or right shoe vibrates when it’s time to turn in that direction – especially useful for the visually impaired. And this is just the beginning... [Inc. magazine, July/August 2015](#)

Avoiding the “Bad Apple” has the greatest payoff. An apple a day... You know what Grandma always said, and now scientists agree. A

recent working paper from Harvard Business School revealed that simply avoiding a “toxic worker” doubled returns compared to hiring someone in the top 1% of productivity. The estimated cost of hiring a “rotten apple” added up to \$12,489 in worker turnover. And that doesn’t even include potential litigation, regulatory penalties and reduced employee morale. The benefit of hiring a superstar? Just \$5,303... One bad hire could simply prompt an early fire and rehire... Yet, at the other extreme, it can cost a company billions of dollars, as in the case of JPMorgan’s London Whale. When hiring, best you listen to Grandma’s advice about apples. [Harvard Business Review, Working Paper 16-057](#)

Missing either of these two key ingredients could make your marketing fall flat in 2016. Want to make your marketing irresistible to your target audience? Make sure it

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“I just got an app that shows me all the invisible fences in the neighborhood. Wanna go have some fun?”

includes content on platforms besides your blog. Nowadays, everyone’s got a blog. Stand out by adding a YouTube channel, or live streaming. No fancy gear needed – smart firms use smartphones to capture content. You’ll also need “mobile-first” focus. Now that more adults access the net on a smartphone than on a desktop device, content and calls-to-action must be clear and actionable on a mobile screen. If you’re running pay-per-click ads, consider a Google AdWords call-only campaign to drive calls with buyer intent. For best results, blend well and implement often. [Entrepreneur, 12.31.15](#)

A healthy workforce starts – or stops – at the top. Some programs foster real worker wellness. But going too far can backfire on you. For instance, a weight-loss contest can create a host of problems. First, not all workers need to lose weight. Plus, some already suffer from eating disorders. And weight loss doesn’t do anything to address high blood pressure, cholesterol or overall nutrition. Instead, replace candy, chips and soft drinks with healthy snacks and beverages. People will tend to eat what’s there, and you can make it easy for them to make healthy choices. Also, make it easier to exercise: install showers and offer standup desks. Just a few key changes could put a healthier, more productive team in your court. [US News, 04.13.15](#)