idea LOGICAL

WHAT'S NEW?

2020
TOP 3
IT SERVICES IN MARKHAM
★★★★★
THREE BEST RATED®

Idealogical has been managing the technology of GTA businesses for over two decades. We take pride in our service quality – whether it is exceptional IT advisory or friendly 24/7 customer service.

We say what we do and keep our word always; that is why in June 2020, we were rated as one of the top 3 IT Service Provider located in Markham.

ABOUT THE AUTHOR

This monthly publication provided courtesy of Andre Vittorio, President of Idealogical Systems Inc.

Our Mission:

To build a community of successful- minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

Is Your Technology Up To Date?

Cybersecurity threats are constantly evolving. If you let your software or hardware – or both – fall behind the times, then you put your business at serious risk.

For example, five years ago, your antivirus might have been the best on the market. If you haven't updated since then, that could be a problem.

Here are the 3 simple things you could do to protect your business:

Say yes to proactive monitoring
Proactive network monitoring can be your best friend in the fight against cyberattacks. Basically, they watch your network 24/7, like how we do. If

a threat is found, we can stop it immediately before it does any damage.

You can sign up for real-time reports or get updates once a week to stay informed so you know what's going on with your network. Proactive monitoring can also make sure your systems are up-to-date (coming back to our first point). If we detect a vulnerability, then we can work to patch it.

This means you have so much less to worry about, so you can focus on what really matters: growing your business and taking care of customers!

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Back up everything
If you don't have data backups for your business, it's time to change that.

If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it, or you may just lose it all. There are many scenarios where data can be lost (electrical surges, flood, fire, theft, etc.). If data is lost or your network falls victim to ransomware, then you can restore your data and continue operations. Investing in a backup system, like a secure image-based backup, solves this.

Stay updated
After a while, developers and manufacturers may stop sending out security patches for their old hardware and software. It may seem expensive to replace outdated tools, but it doesn't compare to the cost of dealing with a hack or data loss. Data loss can be devastating for a business.

> **If a piece of hardware fails or a hacker gets into your data, you may have to dig deep into your pocket to recover it or you may just lose it all."**

At the same time, you need to update your existing equipment and software. Make sure everything has the latest security patches. Most hardware and software come with an option for automatic updates. If you're concerned that you'll miss an update, then keep this option on. However, it is a good idea to check everything periodically to make sure the updates are being applied, just in case.

Are Your Company's Credentials Up For Sale On The Dark Web?

Digital credentials, such as usernames and passwords, connect you and your employees to critical business applications and online services.
Unfortunately, criminals know this — and that's why digital credentials are among the most valuable assets found on the Dark Web.

The Dark Web is made up of digital communities that sit on top of the Internet, and while there are legitimate purposes to the Dark Web, it is estimated that over 50% of all sites on the Dark Web are used for criminal activities, including the disclosure and sale of digital credentials.

Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement — but by then, it's too late.

For example, the recent Evite cyber-attack incident, where the hacker had claimed of selling ten million Evite user records that included full names, email addresses, IP addresses, and cleartext passwords.

What Can You Do To Protect Your Business From the Dark Web?

Contact us to initiate Dark Web monitoring for your business. We use a combination of human and sophisticated Dark Web intelligence with search capabilities that can identify, analyze and proactively monitor for your organization's compromised or stolen employee and customer data.

Appreciating Our End Users

In June, we asked some of our end-users to leave us a Google review if they were happy with our work and the response of overwhelming. We work really hard to keep our promise of providing exceptional customer service to every end-user who reaches out to our help desk.

Here are a few responses that we would like to share with you.

1. Idealogical has grown in time to become very reliable and responsive in the service they deliver. They are a very knowledgeable, and professional, and offer that genuine rapport with its clients, and always work to your schedule, business needs and timing. I have worked with Wayne, Darren and Ian, each of which is a pleasure to work with, Ian primarily taking the brunt of my panicked calls, has saved my day (life) numerous times! Great staff! - *C MG*

2. Everyone that I have had the pleasure with working with from the Idealogical team has been overwhelmingly helpful and understanding. They're not your typical IT support team. They go above and beyond to make sure that you are 100% ramped up with all setups from integrations to email support to server updates. They also have a timely support ticketing system wherein they use all means necessary to make sure that your issue we being tended to efficiently. The Idealogical team feels like an extension of my team at NewAge Products. I would take them everywhere I go through out my future career. Special shoutouts to Ria and Tony! - *Lloyd Kim*

3. It's been an absolute pleasure working with Idealogical. Highly recommend working with Tony or Ria for a dedicated and professional support. The idealogical team is extremely responsive and provide top tier knowledge on how to address a technical issue. 10/10 would recommend them to anyone who needs on-site technical & hardware support. - *Justin O*

4. Great group of people over at Idealogical. Always seem to have the right solution for the challenge at hand. Andre and his staff are very passionate about what they do and it clearly shows in their work. Very valuable partner. *Eduardo Garcia*

5. The team from Idealogical goes above and beyond every single time! Whenever there is an issue, not matter how large or how small, a specialist will be there to assist. They respond quickly and are dedicated to solving the problem efficiently and thoroughly. Special shout out to Tony and Ria for all their hard work! - *Leora Sazant*

If you'd like to give us a 5-star google review, click here.

Podcast Alert!

IT is one of the few business functions that can be tailored to any industry. However, in the last few years, Idealogical has grown 2x with our manufacturing clients. We have acquired the specialized skills needed to support their growing production with the help of technology.

In June, Andre Vittorio met with Kristina Urquhart from Manufacturing Automation magazine to break some cyber security myths in manufacturing. Listen Here!

3 Ways To Improve Your Productivity

Are you located in the right spot?

Sometimes good businesses go under because they're in the wrong spot. They can't keep or even hire the right employees because those people don't want to live or work in the area the business operates. It's just not ideal for their career or interests. If you find yourself in this position, then it may pay to figure out a more optimal location or determine how you can entice the ideal people to come to you.

Are you as organized as you should be?

Are you relying on memory to track down the location of paper files? These days, there are exceptional software solutions that keep businesses organized and able to work from virtually everywhere in the world. Boost your productivity with digital, cloud-based filing. In fact, a copy of everything should be on the cloud.

Are you using automated systems?

If you or your employees find themselves having to do the same tasks every day or every week, then look into automating those repetitive tasks. DocuSign is a good example. It allows you to automate the signing process so you don't have to gather the relevant people in one room to take care of it. *Smallbiz Technology, Nov. 26, 2019*

Use This Proven Leadership Trait To Instantly Strengthen Your Team

How can you be a better leader for your team?
A lot of it comes down to how you manage relationships. But in managing your professional relationships, there is one thing you need to excel at: being empathetic.

Research shows that those who are empathetic can better recognize the emotions of those around them. In a workplace setting, this can be invaluable.

Something might be wrong, but it might not be communicated.

Practising empathy and understanding others' emotions can help you identify when something needs to be addressed. Addressing it can be as simple as asking, "How are you feeling?"

Leaders who show they are empathetic can also build more resilient teams. Empathy shows you care, and people respond to that. Care builds trust, and trust builds stronger, more cohesive teams. *Inc., April 29, 2020*

3 Ways To Effectively Use Data In Your Business

1. Take inventory of the data you collect. Data is useless if you don't know what data you're collecting and why. Collect data with intention, review it, categorize it and make sure you understand it.

2. Focus on data that makes the most sense. In theory, you can track everything. The more you track, the more overwhelming it becomes. What data is most relevant to your business goals? What data can you really act on?

3. Share the data with your team. As data comes in and is analyzed, share it with your team. They should also have an understanding of the data you collect and why. If you need to, then have some training to read that data. This way, you can discuss the data together, bounce ideas around and collaborate on how to get the most out of that data. *Small Business Trends, April 17, 2020*

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"Who threw that?!"