

WHAT'S NEW?



Idealogical has been managing the technology for the 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.



Very Soon The Standard 9-To-5 Office Hours Could Become A Thing Of The Past

With the sudden shift in the work environment in the last few months, employees around the globe were forced to be more adaptive in learning new technologies and be patient with their employers in adjusting to working from home, quickly.

With the workforce now having experienced widespread working from home, a “this is the way it’s always been done” attitude will no longer be an option. The Way We Work Has Changed Forever, And The Change Is Here To Stay.

What Changed For Me? Remote Flexibility Is Becoming A Common Perk

With the giants investing more and more in remote office set-ups, the burden will be felt on SMBs

of acquiring workforce loyalty by developing new muscles to work virtually. It shows that you care about them, want them to be happy and productive. On the other hand, remote flexibility will also allow companies to save money on the overhead cost of running massive work facilities. Consequently, offering a remote working alternative is a Win-Win.

What Should I Do? Aversion To Remote Work

As working remotely becomes the norm, employers will have to provide employees with the resources needed to ensure the remote work effectively. This includes a secure work environment for their home office to ensure productivity and business security. It will be an

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employer's responsibility to equip their employees with the right processes, tools and systems to perform and excel in their role.

How Can I Do It? Plan Ahead with Ideological Home Security Essential

As bringing employees back to offices becomes challenging, thinking ahead and bringing a secured working environment to them should be your next plan of action. This is of the highest significance because now HOME IS THE NEW OFFICE AND WE NEED TO GIVE IT A BUSINESS GRADE COMPETENCE AND SECURITY.

Contact us to find out about our New Home Security Essential. Email us at info@idealogical.com.

Is Investing In Your Business Technology A Good Idea?

These days, it's easy to take technology for granted. It just seems like everything works so

“When your network security solutions are running smoothly, you won't know it. It all happens in the background. ”

well. If things are working well, why spend more on things like data monitoring or secure cloud storage?

A lot of business owners skip out on things like network security, cloud backup, data protection and data monitoring because they don't like the upfront cost or another monthly bill. In reality, while you can expect an ongoing cost, working with a managed IT services firm can be remarkably cost-effective.

When your network security solutions are running smoothly, you won't know it. It all happens in the background. But because it's not something you “see” on a daily basis, you might wonder if you're really getting your money's worth. This can be a challenge for business owners who may want to see tangible results for something they pay for. The good news is that you can get tangible and predictable results when it comes to your business technology!

Here's why it can be so costly to NOT invest in IT security:

Imagine you're hit with a malware attack, and it takes your network out of commission. Customer data is at risk, and your business comes to a screeching halt. You have to call in IT experts to fix the problem ASAP. This is a break-fix approach to IT services.

In this event, you're going to be charged BIG to get your business up and running again. The IT specialists will have to scrub your network and make sure everything can be recovered.

Not only do you have to pay to get your network cleaned, but your cash flow also takes a hit while you wait around to get everything fixed.

Are You Worried About Accidentally Falling Victim To Cyberattacks?

We Are Here to Help!
Every week we send out relevant tips and tricks that will guide you on how to protect yourself from different kinds of cyberattacks.

Start Fighting Cyber Crime with KNOWLEDGE & ACTION!
And Always Stay One Step Ahead of Hackers and Cyber Criminals!

Click On The Link To Sign Up To Receive Our FREE “Cyber Security Tip of the Week”

www.idealogical.com/cyber-security-tips

This is just one of the many examples. When you don't take IT security seriously or you're trying to cut corners with your technology, it can end up costing you BIG in the end. Work with an IT company that will work with you to protect your business the right way – and help you avoid scenarios just like these.

Collaborate And Make Calls Using Microsoft Teams



Office 365 and Microsoft Teams has recently introduced new collaboration capabilities that allows individuals within an organization to make Voice over IP (VoIP) calls to their colleagues using a wide range of devices and platforms including Windows PC, Apple Mac/iPhone/iPad, and Google Android devices. Beyond internal communication,

Additionally, Microsoft Teams give businesses an option to replace their old phone systems completely.

You can stay connected with a single phone number across your computer, mobile device, and desk phone. Get a consistent experience across devices with the Microsoft Teams app and Teams devices.

Make calls and join meetings with one-click plus, you get cloud-powered AI with voicemail transcription, online chat translation, and real-time captioning in meetings.

Staying Secure In A Social Media World

The age of social media has let millions of people reconnect and stay up-to-date with family members, friends, in-laws and acquaintances. It also continues to shape how we all communicate with each other. It's important to keep a few things in mind before you check your newsfeed.

There is no delete button on the Internet. Everyone knows how to capture a screenshot.

Even if you keep your social media completely private, when relationships change, nothing is private. Are you going to be comfortable in 10 years with what you post today? It will be archived forever. If you post in online forums or comment on news-related websites, consider using a pseudonym.

Don't share names of real businesses, clients, friends or family. If a bank manager wouldn't allow a picture of all of the money in the vault to be shared on the Internet, then you shouldn't allow a picture containing any confidential, financial, legal or other protected documents and items to be shared either.

A good corporate social media policy can save headaches down the road.

Additionally, we encourage you and your employees to activate Two-Factor Authentication for your social media mobile apps for added security.

Here is a step-by-step guide on [how to activate 2FA for your favourite mobile apps](#).



Podcast Alert!

IT is one of the few business functions that can be tailored to any industry. However, in the last few years, Ideological 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!](#)

The Top 5 MFA Tools For Canada 2020

Multi-factor Authentication or MFA is an enhanced security layer to your sign-in process for your devices, apps, and online accounts. There are three ways an MFA sign-in verification functions – by entering physical codes from an app, approving sign-in with a click on an app or using your fingerprints scan on your phone.

In recent years, as a trusted Managed IT service provider for clients in Toronto, Canada, we have tested hundreds of MFA tools.

Duo, Microsoft Authenticator, Google Authenticator, Authy and LastPass are the ones that have proven most effective for Canadian small and medium-sized businesses.

DUO

Duo is designed for businesses of all sizes. It is engineered with a zero-trust policy mission and has the most intuitive interface for the users.

Google Authenticator

The Google Authenticator app is one of the most user-friendly MFA app available. It executes 2-step authentication using unique 6-digit numeric verification codes. The Google Authenticator app works even when your phone has no data connectivity.

Microsoft Authenticator

You can use Microsoft Authenticator to protect all your accounts with two-factor authentication including your Outlook, OneDrive, Microsoft Office, and more. The app makes MFA process easier by asking you to enter only your username and confirm sign-in using your phone. You can use the Microsoft Authenticator for non-Microsoft accounts too.

LastPass Authenticator

LastPass Authenticator is another easy to use and affordable MFA tool. It offers a unique user experience and gives you a choice to pick from 6-digit generated passcodes, SMS codes, and automated push notifications for one-tap login. LastPass

Authenticator supports Android, iOS, and Windows.

Authy Authenticator

Authy Authenticator is easy to set-up and can sync all your devices like mobile, tablet and desktop. It has a user-friendly interface and supports Android, iOS, Windows, macOS, and Chrome browser. Authy also provides cloud backup.

For more details about these 2FA tools including pricing, [click here](#).

How Does MFA Protect You Against Cyberattacks?

Let's assume you want to log-in to your Amazon account. For you to start shopping, all you need is your email address and password. It is the same for hackers.

With MFA in place, you will be required to approve your sign-in on another device (mostly your smartphone), so even if your sign-in credentials are compromised, no hacker can get into your account.

Some tools provide Two-Factor Authentication (2-FA), and some provide multi-factor Authentication (MFA).

You could add MFA protection to virtually any tools or software that you use in your business, including your email and accounting portal like QuickBooks.

