

# Your RMSCare Package

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Randy A. Rowe  
President

*It's only the middle of March and Spring has Sprung! Everyone at RMS is very busy with installs and system upgrades on the books. We welcome several new clients on Page 2 and will return with our Client of the Month spotlight in April.*

*We are also in the process of updating our references, case studies and testimonials so you may be contacted to ask how we have helped you or your business. We would appreciate a few minutes of your time and any inputs you may have.*

*On a personal note, Claudia and I have starting riding our tandem more, trying to get back in shape after taking too much time off from riding over the winter. We "started the road back" with a 35 mile ride this weekend around Northwest Cobb with PEACHES, our local Tandem club.*

## How To Determine The TRUE Cost Of Any IT Upgrade, Transition Or Addition

I'm often asked about the ROI (return on investment) for technology. Truth is, I don't believe you "invest" in technology. Investments are things that provide a measurable, quantifiable return for your money.

Of course it can easily be argued that technology *does* provide a return for your money. If you don't think so, try communicating with your clients and market without e-mail or tracking inventory with pen and paper. And the right technology applied with a smart strategy can certainly give any business owner a strategic advantage in faster delivery of goods and services to customers, greater productivity, lowered production costs and the like. In fact, there aren't too many businesses that can operate without a few core IT applications. But the reality is that your bank account is going to be a bit lighter after you install that new upgrade or technology, so how do you know if that IT upgrade or project is worth the money?

The right way to look at the true price of any IT project or upgrade is to look at TCO or "total cost of ownership" and not just the PRICE of the project or upgrade. For example, if you buy a car, the price of the car is only one cost of owning it. You also have to consider insurance, gas and routine maintenance like new tires and oil changes to get an accurate look at what you'll pay. Therefore, the total COST of owning a car is far more than just the price tag – and a cheaper car up front can end up costing more in the long-haul if frequent repairs are needed.

In IT, the same principle applies. You have to look at the TOTAL cost of a particular IT decision, not just the price tag, when comparing options. For example, the real cost of not upgrading a network may actually be higher than spending several thousand dollars on new equipment and upgrades when you accurately assess the total cost of maintenance, service fees and poor performance. These days, many

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SHARE  
THE ROAD

# Welcome New Clients!



**Bob Steele Salon** If you want to be pampered by professional hair stylists and treated to products of uncompromising quality, you need to go to Bob Steele Salon!

**Combined Investigators** serves the insurance industry in the area of claims investigations and is the premier investigation company in the Southeast.



**Common Cause of Georgia** is a non-profit, non-partisan citizens' lobby organization who believes that by banding together, citizens can make a difference.

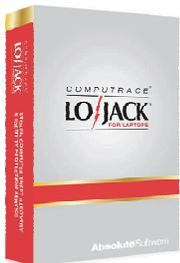
**The Flag Company** carries the largest supply of flags on the web including American, state, country, custom, real estate and even pirate flags.



## You might be my next Client of the Month Watch for your name and picture here!

*Most months I choose one very special person to be our Client of the Month. It's my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business.*

## Shiny New Gadget of the Month



Last month in our newsletter we talked about “who pays” (employees or employers) when a device goes missing. We thought this month we would recommend a good device tracking system for laptops.

The company that provides LoJack for Laptops, Absolute Software, is NOT the same company that provides the vehicle recovery service you’re most likely familiar with (they license the name). But they do provide a similar service in the sense that they help businesses and consumers track, manage, secure and recover mobile computers and devices.

Once installed, LoJack for Laptops will allow you to geographically locate your lost or stolen laptop. It also allows you to issue a remote command to freeze your lost or stolen computer and/or create a customized message to display on your computer's screen to help someone who finds it return it to you. If you feel like it’s fallen into the wrong hands, you can remotely erase files on your computer. You can opt to delete all of your files, or just certain file types. The next time your laptop contacts the Monitoring Center, it receives the “delete” command and erases the files you selected.



## The Lighter Side...

### Classic Irish Story



In a court in Killarney, deep in Munster, Ireland, this conversation is reported to have taken place:

**Lawyer:** 'At the scene of the accident, Mr. O'Shea, did you tell the Garda officer that you had never felt better in your life?'

**O'Shea the farmer:** 'That's right, sir.'

**Lawyer:** 'Well then, Mr. O'Shea, how is it that you are now claiming you were seriously injured when my client's car hit your cart?'

**O'Shea the farmer:** 'When the Garda arrived, he went over to my horse, who had a broken leg, and shot him. Then he went over to Darcy, my dog, who was badly hurt, and shot him.'



Then the policeman came across the road, gun still in hand, looked at me, and said, 'How are you feeling?' I just thought under the circumstances, it was a wise choice of words to say: 'I've never felt better in my life.'

## The True Cost of IT

*continued from Page 1*

business owners are looking at “going to the cloud” because they want to save money. And in many cases, it will do just that, but the cost savings will often come in the form of cheaper devices, less maintenance and low (or no) upgrade costs over a 3 year period – not in a month to month service fee. So before you say “No” or “Yes” to that next IT project, make sure you are taking into consideration the TOTAL cost of your decision, and make sure you are talking to a true pro who understands the difference between the price of something and the total cost.

## What Is Google+ And How Will It Affect Your Company's SEO?

Not too long ago Google introduced Google+ in an effort to take on Facebook and Twitter in the social networking war – and given the fact that over 20 million people have already started using this feature since it was introduced last June, there's a good chance it will continue to gain ground and popularity among web users. But what is Google+ and how will it affect the ranking of your company's web site – if at all?



Google is attempting to combine the most popular features of Facebook and Twitter into a centralized social hub where users have the ability to share content with specific groups of people called “circles.” As users build these circles, they'll be able to see web sites that members of their circles have +1'd (is that a verb?). There's also a group video chat feature called “Hangouts,” and a user-defined topical news feed similar to Twitter's hashtag called “Sparks.” While positive (or even negative) reviews from users online have always been viewed through the lens of skepticism, Google+ will add a level of validation to those reviews since you only see the +1's from people in your circles.

While it's still too early to tell how Google+ will affect your company's SEO, it's safe to assume that Google will reward web sites that get lots of +1s because of the web's evolution to become more “social” and user driven.

The bottom line to all of this (and a key ingredient to any company's success online OR offline) is good old fashioned customer service. These days it's easy for any disgruntled customer to post a negative comment online. And once it's posted, it's practically written in indelible ink. Get enough negative reviews and your reputation will definitely take a hit. Additionally, it's important that you monitor your company's reputation online and encourage happy clients to post positive comments about you.

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**May good luck be with you  
Wherever you go  
And your blessings outnumber  
The Shamrocks that grow!**

### Spring Forward!

**Don't forget Daylight Savings Time Begins on  
Sunday, March 11th.**

**Be sure to set your clock an hour ahead when you go to bed.**

"Like" RMS Associates, Inc. on FaceBook to get the latest IT news, tips, and even an occasional laugh at [facebook.com/RMSAssociates](http://facebook.com/RMSAssociates)

### We Would Love To Hear From YOU!

If you have noticed an RMS associate going above and beyond the ordinary for you either on-site or over the phone, please let us know so we may reward them! Please e-mail me at [rrowe@rmsatl.com](mailto:rrowe@rmsatl.com).

Thanks!



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