



▶ XperCARE: A NEW WAY OF LOOKING AT IT



▶ 5 SMART TIPS FOR MOBILE DEVICES



▶ FREE BUSINESS ADVISORY GUIDE: INTRO TO CLOUD COMPUTING

# XperText

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

XPRIENCE THE DIFFERENCE. WE'LL MAKE ALL OF YOUR COMPUTER PROBLEMS GO AWAY WITHOUT THE COST OF A FULL TIME IT STAFF

## 3 Expensive Missteps You're Probably Making With Your Data Backups

St. Patrick's Day is a good time to remind you that you shouldn't depend on "luck" to protect your data. That's why I'm going to share with you 3 common missteps companies make with data backup that you \*might\* be making.

- 1. Not Doing A Reverse Backup.**  
If you use any line of business application in the cloud to store data – including accounting records, client files and the like – you should be backing up ALL of that data to your location on a regular basis. How frequently? That depends on how much you are willing to lose. If you could lose a week of data, then back up weekly. If the thought of losing a week puts you into fits, then back up daily. Most cloud providers are savvy enough to have redundant systems and backups of your data – but don't risk it!
- 2. Depending On Employees To Save Data To Your Server.**  
Many offices only back up their server; the problem is, employees often keep a LOT of critical documents and data on their workstations that are NOT being

backed up; and if you're depending on them to remember to do it, you're asking for trouble. The right thing to do is automate your backups so ALL devices and data are backed up without depending on someone's memory.

- 3. Having A Single Point Of Failure.**  
If you're still using outdated tape drives (and we hope you're NOT) you might discover that nobody can remember the password to access the data on it. Or there may be only one person in the organization who knows where your data is being backed up and how to access it. A smart move would be to walk through a couple of "what if" scenarios to see if you actually have what you need to recover your data.

Having a good, reliable backup and disaster recovery plan is essential for every business, and it should be installed and maintained by a pro. After all, if you knew there was a chance you could fall out of an airplane, would you want the cheapest parachute strapped to your back? Of course not – and that doesn't mean you need to spend an arm and a

leg for the most expensive one either. If you're not on our Backup & Disaster Recovery solution and you're using a cheap offsite backup like Mozy or Carbonite, OR if you're



using outdated tape to back up your data, then give us a call IMMEDIATELY to find out how we can let you sleep easier at night with a far more reliable data backup. Plus, during the month of March we're **waiving the setup fee** to anyone who upgrades – that's a \$2,500 savings to you! So don't wait; call us today for a free consultation and backup assessment to find out how to protect yourself from data loss, corruption or extended downtime.

## Shiny New Gadget Of The Month:

Transcribe Meetings In  
An Instant With The New  
Dev-Audio Microcone



If there's anything worse than attending a long, boring meeting, it has to be transcribing it from an audio recording. Now this can be done instantly thanks to the new Australia-based Dev-Audio Microcone. This device is a multi-directional, intelligent desktop microphone that works with Windows or your Mac. Just plug it in to any available USB port and it will not only record the conversation, but it can also discern the voices of six different people.

Its Microcone Recorder software records the conversations on individual tracks and automatically reduces the background noise. An accompanying smartphone app allows users to tag parts of the conversation for easy reference later. The Microcone Recorder also includes integration with Dragon Speech-to-Text Conversion web-service (pay-per-use feature) to automatically annotate your meetings at the click of a button.



## 5 Smart Tips For Mobile Devices

If you're planning on heading out of town – or simply to the coffee shop to work – here are a few tips to keep in mind.

1. **Protect your devices from thieves.** All mobile devices should be passcode-protected and loaded with apps that will help you track and find them in case they get lost or stolen. These apps allow you to remotely wipe the device if it falls into the wrong hands; you definitely don't want to expose yourself to identity theft or allow someone access to your company's network and client data. Also, never leave your device anywhere you wouldn't leave your wallet.
2. **Backup.** Mobile devices get lost and destroyed more often than desktop computers because you're dragging them around from place to place and exposing them to non-gadget-friendly environments; therefore, make sure you are backing up all the data to the cloud. All it takes is a spilled cup of coffee to erase those precious family photos and videos; and most people don't think about backing up their phone.
3. **Take caution when connecting to free public Wi-Fi.** Hackers with routers and readily available software set up rogue hot spots for spying and serving you fake websites. They often name these hot spots something generic such as "Coffee Shop" or "Linksys" to fool you into thinking they are safe. You think you're connecting to the coffee shop's Wi-Fi, but you're actually accessing the web through their portal. If you are going to use public Wi-Fi, simply use it for general web surfing, not shopping, banking or accessing critical data.
4. **Turn off sharing.** If you use a laptop, you might have it set to share files and folders with other computers at work or home. However, you don't want those settings "on" when connecting to a public network. When connecting to a public hotspot for the first time, Windows will ask you for a location type; choose "public" and it will automatically reset your settings to turn off sharing.
5. **Carry your own connection.** If you're going to access your bank account, go shopping online or retrieve critical data when traveling, invest in your own personal Mi-Fi connection. If you don't have one and you need to make an emergency balance transfer or an immediate purchase to save a significant amount of money, it's safer to use your cell phone. When banking, use your bank's official app and sign up for any extra security they offer. For example, Bank of America's SafePass program sends a text message with a 6-digit code to authorize a transaction. The code expires as soon as you use it.



## **FREE BUSINESS ADVISORY GUIDE!**

If You Are Considering  
Cloud Computing For  
Your Company – DON'T,  
Until You Read This...



If you are the owner of a company with 20 to 250 PCs and are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **“5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.”**

This report will discuss in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider as well as 3 little known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

**Even if you aren't ready to move to the cloud just yet,** this report will give you the right information and questions to ask when the time comes.

Download today for free online at [www.XPERTECHS.com/cloud-report](http://www.XPERTECHS.com/cloud-report)

## **7 Ways To Add Value To Your Job**

Adding value to your job – making your contribution unique – is key to survival and success in a competitive job market. What could you do within your existing (or future) company to increase your value and influence? The seven job skills that follow won't mean you necessarily work harder, but that you work differently and more creatively. You can add value if you choose to be:

**Experience Manager.** Every interaction with another person creates an experience that leaves a memory of you and your work. How are you consciously designing these experiences to be positive? Enriching? Rewarding? Lasting? Since most people don't tell you about their experience unless it is awful, you have to work intentionally to design experiences that draw people back for more and that get them to tell others about you, your products, and your services.

**Value Creator.** All great employees (including CEOs, owners, board members, etc.) add value to the organization's offerings. Being a value creator is a form of job security. Value neutral employees are inter-changeable or worse, replaceable.

**Talent scout.** Identify people within and outside your organization who would be a valuable addition to your team. Talent scouts have the ability to understand the talents and abilities individuals possess and match them with organizational needs. This makes your team stronger, but it also makes you a go-to person for resources and talent advice. Others will want to know who you know who can help.

**Ambassador.** A person is known by the company he or she keeps, and an organization is known by the people it keeps. You represent your organization, as well as yourself, to customers and vendors. Learn the history of your organization well enough that you can share it frankly and passionately with outsiders.

**Amplifier.** Increase the good that happens around you by noticing and noting it to others. Most people can spot what's wrong and complain about it. An amplifier knows the work around him well enough to spot what's right, praise the work, and praise the person or people responsible for it. Good news often is so subtle that it needs amplification to be heard. Noticing good work and telling others is a positive influence on any organizational culture.

**Router.** Internet data is broken into chunks called “packets,” and routers make sure those packets go where they are supposed to go. Similarly, a good communicator makes sure information gets to the right people in a timely manner. Peter Drucker famously said that good communication is about who needs what information and when. Developing the judgment and discernment for routing information correctly and efficiently is a valuable skill set.

**Interpreter.** As Erwin Raphael McManus put it, “People don't need more information. They need more insights.” Understand information and how it applies to the people and circumstances around you. Offer context. Offer insights. Provide the links that turn chaos and confusion into order.

**Mark Sanborn, CSP, CPAE,** is president of Sanborn & Associates, Inc. Mark is the author of bestseller *The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary.* [www.marksanborn.com](http://www.marksanborn.com)

## XPORTECHS Client News & Updates

### Abato Rubenstein & Abato

Performed office network upgrade which included new servers, PCs and switches. Also implemented a new document management solution through SharePoint 2010.

### Rainmakers Strategic Solutions

New office network infrastructure which included new servers, switches and PCs. Also secure remote access and implementation of Microsoft Office 365 and SharePoint for hosted email and improved file sharing and collaboration.

### Teamsters Local Union #355

Updated their current network with new servers and HP PCs. Also implement Office 365 for file sharing and hosted email.

## 3 Easy Ways To Go GREEN

Save money on utilities, overhead and IT services while cutting down on waste and environmental pollution.

Here are 3 simple ways to do this:

- 1. Go Virtual!** Desktop virtualization (sometimes called client virtualization) is a process of replacing your expensive, power-sucking computer workstations with a less expensive “thin-client” option. This not only cuts down on the power needed (and your electric bill), but also reduces hardware and maintenance costs!
- 2. Go Paperless!** Why keep printing, filing and shuffling all of those paper documents around when document management systems are so easy and inexpensive to implement? Making it easier to file, find and share documents.
- 3. Go Remote!** Working from home, even a day a week, will cut down on gas and emissions. In fact, most of our computer repair and support is delivered to our clients remotely thanks to our XperCARE Managed Services plan.



## Introducing XperCARE. A new way of looking at IT.



### PROACTIVE

#### Preventative Maintenance, Proactive Monitoring, and Secure Backup

We monitor your network for spyware, virus activity and failed backups *and* keep your systems patched and updated! Add to that user access to our live service desk for remote support by phone and over the internet.



### vCIO

#### Technology Strategy, Budget Planning, and Project Oversight

Do you know what technology your company will need in 1 year? Or 3 years? Do you have a current year technology plan or budget? What is your Total Cost of Ownership? XPORTECHS vCIO works with company leadership to answer these questions and build a strong technology strategy.



### BACKUP

#### Dedicated On-Site and Remote Encrypted Backup & Disaster Recovery

eBDR extends the benefits of a traditional backup system to include automated and continuous protection of not only your critical business data—but also the server itself. XPORTECHS eBDR protects your data, servers, and workstations with a single secure solution. Fire, flood, or hardware failure—no worries, your backup is safely stored off-site.



### CLOUD EXPERIENCE

#### Complete Private Cloud Solutions and Off-Site Secure Server Hosting—On Demand!

Never buy another server again! For companies that want to concentrate on their business and leave the IT to someone else XPORTECHS' Cloud Xperience is the answer. We take your servers off-site to our secure cloud and provide you a scalable 'pay-as-you-grow' platform.

## ADDITIONAL SERVICES INCLUDED FREE WITH ALL PLANS



### ANTI-SPAM

Has spam made e-mail more trouble than it's worth? Reclaim your inbox with our zero admin web-based spam filtering service. We also include our message continuity service so your e-mail is never down again.



### VENDOR MANAGEMENT

Struggling to keep track of when it's time to renew your license agreements, or understanding where specific invoices are coming from? We take care of all of these headaches so you can focus on your business.

For more information, visit [www.XPERTECHS.com/XperCARE](http://www.XPERTECHS.com/XperCARE)