



**Michael Mellott, President**

*"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we shine! Call us today and put an end to your IT problems finally and forever!"*

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*"I didn't have time to get you anything, but you can download some Mother's Day wishes off my web site."*

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

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## **The Most Shocking Security Threat To Your Small Business**

Hopefully by now you realize you need to keep a close watch over the security of your PC and other devices (or you're smart enough to hire us to do it for you). Either way, cybercrime is BIG business, and small business owners are seen as the low hanging fruit by attackers who are looking for easy -to-steal financial data, passwords and the like. Some do it for profit, others do it for fun.

But there's a much bigger threat to small business data security that can not only portend to leak your information out to the masses, but can also corrupt or erase data, screw up operations and bring everything to a screeching halt. What is it? Surprisingly, it's your employees.

"Human error" is the #1 leading cause of data loss, system failure and virus attacks. In some cases, it's an innocent "Ooops! I deleted it." Other times it's a malicious act of revenge from a disgruntled employee who didn't get the raise they wanted or simply feels taken advantage of. Recently, a disgruntled employee working for oDesk, a third party content management firm, leaked Facebook's highly detailed rulebook for flagging inappropriate posts. This document contained shocking guidelines regarding sexual content, death and disfigurement as well as racially charged content. Apparently, sexual acts should be blocked, but crushed heads are okay.

The above incident, while a problem, is a mild case. Often employees seeking revenge will steal and post client data, financials or other competitive information online. In some cases, they sell it. Other times, employees delete critical files to either cause harm to the organization or to cover their tracks. And when it's your client's data that gets stolen or compromised, you have a major PR nightmare to deal with aside from the costs and problem of recovering the data.

At a minimum, first, make sure you back up all critical data remotely. Second, monitor employee's usage of data. Simple content filtering software can detect not only when employees are visiting inappropriate sites, but also detect if they delete or alter large amounts of data--all signs that something could be amiss. And finally, it's worth a little bit of money to find a good employment attorney to help you craft various policies on using and accessing confidential information.



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## Shiny New Gadget Of The Month



**Route All Your Calls From Various Phones To One Device:** Whether it's a standard desk phone, mobile device or Skype, fumbling between phones can be a thing of the past with the Plantronics Calisto 835.

At about \$200, this desktop speakerphone device uses Bluetooth to connect to your cellphone, USB to hook up with your computer, and the wall socket to link to your phone line. When a call comes in from any of your devices, it's instantly routed to this easy-to-use speakerphone that sits on your desk.

The backlit screen is bright and responsive, giving the Calisto a flashy, futuristic feel. It comes with a clip-on microphone that allows you to take calls while freeing your hands to type or to walk around your office.

"The bathtub was invented in 1850 and the telephone in 1875. In other words, if you had been living in 1850, you could have sat in the bathtub for 25 years without having to answer the phone."

~Bill DeWitt, 1972

# Can't Stand The Thought Of Losing Your Smartphone's Data?

## (Then Here's How You Back It Up)

Seems like just yesterday phones were simple devices for making and receiving phone calls. These days, smartphones are as functional as full-fledged desktop PCs and hold valuable applications, e-mail messages, photos, videos, documents and, of course, phone numbers and contact information. If losing the data on your phone would be a true disaster, then you'll want to back up your phone as regularly and carefully as you do your other devices.

Major smartphone platforms can back up their data to a computer or to a cloud backup via the Internet. Here are a couple of resources you can use with popular Android smartphones to ensure that all of your data is properly backed up.



### iPhone

iCloud is Apple's new service for backing up your iPhone and other media you purchase through iTunes. When you sign up, iCloud will automatically backup the mail, calendar and contacts on your iPhone, as well as any music, books, apps, videos or media on your iPad, Mac or even your PC. iCloud uses the power of cloud computing to sync your devices automatically, so you don't have to dock your device to keep things in sync.

### Android

Start with the settings on your phone; go to "Settings > Privacy" on your phone and make sure the "Back up my settings" and "Automatic restore" options are checked. Next, go to "Settings > Accounts" and sync, open your Gmail account, and check off all options. With these settings in place, your contacts, system settings, apps, calendar, and e-mail will be restored whenever you set up a new Android phone with that same Gmail account. However, this is only a basic backup; it won't save the photos and text messages on your phone.

For a more complete backup, you might try MyBackup Pro (\$5 plus 50 MB online storage for free and \$1 to \$2 per month for more online storage). The program runs automated scheduled backups, supports a wide range of Android phones and will back up app install files that do not have copyright protections programmed into them. If your phone is rooted, you might consider Titanium Backup (\$5.99 for Pro), which backs up all apps, all data associated with them and the Android Market links that show you've paid for them. It also saves most phone Pro versions and will integrate with Dropbox.

## *The Lighter Side...*

### **In Honor Of Mother's Day**

A mother is a person who, seeing there are only four pieces of pie for five people, promptly announces she never did care for pie.

~Tenneva Jordan

Being a full-time mother is one of the highest salaried jobs in my field, since the payment is pure love.

~Mildred B. Vermont

A suburban mother's role is to deliver children obstetrically once, and by car forever after.

~Peter De Vries

The phrase "working mother" is redundant.

~Jane Sellman

The moment a child is born, the mother is also born. She never existed before. The woman existed, but the mother, never. A mother is something absolutely new.

~Rajneesh

Some mothers are kissing mothers and some are scolding mothers, but it is love just the same, and most mothers kiss and scold together.

~Pearl S. Buck

### **Are You Reading...**

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Or update your preferences online by visiting

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## *A Note From Michael..*

This month, I am excited to announce the new Webinar series that we have been planning for months! We have already created and recorded three webinars and wish to thank the many participants who have provided quality feedback for our next series. Several of our Webinars are already recorded and available on our website at [www.XPERTECHS.com/webinars](http://www.XPERTECHS.com/webinars) - such as: "Office 365: The Facts" & "Cloud Collaboration: SharePoint 2010".

Our plan is to hold a Webinar every 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the month. They will be 30-45 minutes in length, and we will be conducting them "live" and recording/posting on our website so that people can include them in their schedules. Upcoming Webinars include: Thursday May 17<sup>th</sup>: "Citrix: What Is It and Why Should I Care?"; and Thursday, May 31<sup>st</sup>: "Upgrades: Why It's a Good Time to Upgrade Your Network".

To receive the latest updates and webinar invites, be sure to join our email newsletter list by visiting [www.XPERTECHS.com](http://www.XPERTECHS.com) and clicking on the sign up button at the bottom of the homepage.

And as always, if you don't see a webinar on a topic of special interest to you, please send in your ideas to [marketing@xpertechs.com](mailto:marketing@xpertechs.com) so we can incorporate them into our Webinar Schedule!

## **Google's New Privacy Policy: What You Need To Know**

On March 1st, Google implemented a new, unified privacy policy that affects the browsing history and information Google has on you, both past and present. Prior to this change, your Google history of the searches you made and sites you visited was not shared with Google's other services, particularly advertisers. Naturally, Google is one of the biggest media and marketing companies in the world, and your preferences and search information is pure gold from a marketing standpoint. Marketers armed with that information would know exactly what products and services to display to you as you use the search engine.

However, your search history can reveal a lot about you including details on your location, interests, age, sexual orientation, religion, health concerns and more. If you want to keep Google from combining your web history with the data they have gathered about you in their other products, such as YouTube or Google Plus, you may want to remove all items from your web history and stop your web history from being recorded in the future. To do this, sign into your Google Account and go to the "History" section, then select "Remove All History."

Of course, clearing the web history in your Google account will not prevent Google from gathering and storing your preferences, searches and information and using it for internal purposes. It also does not change the fact that any information gathered and stored by Google could be obtained and used against you by law enforcement.

With web history enabled, Google will keep these records indefinitely; with it disabled, they will be partially anonymized after 18 months, and certain kinds of uses, including sending you customized search results, will be prevented. This brings up a whole other topic of what kind of information should you post about yourself (or store) online. Facebook is another site that gathers tons of personal information about you, including your location, date of birth, friends and family, age, preferences and much, much more. In the future, I believe that cyber security will become an increasingly important issue for all of us.

## ***XPERTECHS Partners With PingTone To Offer VoIP Solutions***

With growing buzz over “The Cloud” permeating the business world, one is left to wonder which IT services organizations should consider moving to a hosted platform. What services can successfully leverage the power of cloud computing without compromising the quality of service and security typically associated with on premise systems?

Telecommunications is an excellent place to start. Voice over Internet Protocol (VoIP) has been around for nearly 20 years, but only recently has taken its place as the business standard for enterprises small and large.

On average, organizations can achieve a total cost of ownership savings of 40%. Voice and data communications run over a single converged network, achieving considerable bandwidth efficiency and significantly reducing infrastructure costs. Services are available on demand, anytime anywhere, through IP desk phones, softphones, and mobile devices, ensuring your employees can work from anywhere. And because it's in the Cloud, there's no downtime from power outages, telephone line trouble or inclement weather events.

PingTone Communications has been providing premium enterprise VoIP solutions to organizations in the greater Baltimore-Washington DC area since 1999. An early pioneer in the business-grade VoIP market, PingTone has grown and adapted along with the technology, and today is well positioned as the premium VoIP solutions provider.

See how switching to VoIP can achieve considerable ROI for your business today at [www.pingtone.com](http://www.pingtone.com).

## **How Much Does A Server Cost?**

Businesses price out a server and associated storage cost at a median of just over \$1500, so we'll use \$1600 as our base cost. On the average, the same businesses will assign the server a useful life of four years, so the per-year cost is \$400, assuming straight-line depreciation. After four years, the cost becomes zero, right? That's where it gets complicated.

In the four-year period, businesses in our survey reported they paid \$940 in maintenance plan and service costs; \$790 in power, cooling and facilities, \$2400 in systems management and technical support costs, and \$3,600 in productivity lost due to scheduled downtime or failures. That makes the basic cost of the server for the useful life period \$9,330, or \$2,333 per year. Only \$400 of that cost is deducted after year four, so the savings obtained by keeping the device isn't nearly as notable as it might appear, even when you are no longer paying off the hardware.

It is even less impressive than you might think. Most companies won't consider keeping servers longer than seven year, so their total cost of ownership (TCO) in that next three-year year period was critical. The power and facilities costs usually stayed the same. For maintenance and service, the three-year cost was \$1,540, for systems management and tech support, it was \$2,480; and for productivity lost due to outages, it rose to \$3,920. That made the TCO for the next three years \$8,533, or \$2,844 per year. That's \$500 higher than the annualized TCO for the first four years, even with the contribution of server cost included.

### **Server Virtualization Increases Savings Too**

New servers are usually installed to take advantage of new server architectures and new price/performance relationships.

For example, the number-one driver of data center change today is virtualization. When our server became one of many in a server farm, virtualization reduced costs even more. Virtualization-capable servers did have a higher average initial cost than standard dedicated servers due to improved memory and storage/communications capabilities (about 22%). Their higher energy efficiency and smaller footprint, however, meant 27% less overall facilities cost, and even modest virtualization improvements reduced the number of servers by half.

Read the full article at:

[www.xpertechs.com/2012/04/25/server-article/](http://www.xpertechs.com/2012/04/25/server-article/)

Source: “Can You Operate a Server Too Long?” written by Tom Nolle. Dell Catalyst Magazine. Issue No. 1, 2012

### **A Special Welcome to Our new XPERTECHS Team Member**

Curt Condyles joins our team as our new Network Support Engineer. He comes to us with 6 years of experience from the University of Maryland, Baltimore County (UMBC).

Curt looks forward to serving you daily from our help desk!

**Learn more about current Career opportunities by visiting:**

[www.xpertechs.com/careers](http://www.xpertechs.com/careers)



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