



▶ IS DROPBOX SECURE ENOUGH FOR YOUR BUSINESS?



▶ EVERYTHING YOU NEED TO KNOW ABOUT THE NEW MICROSOFT SURFACE



▶ A CLOSER LOOK AT THE XPERCARE vCIO SERVICE

MAY 2013

# 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

## Can Apple Macs Get Viruses?

A very common misconception is that Apple Mac products cannot get viruses. Not true! There is no such thing as a 100% safe computer. Devices running OS X, Windows, Linux, Android or any other operating system are all capable of being infected with a virus or other malware.

However, the likelihood that an Apple Macintosh user gets a virus is much lower than for a Windows user. In fact, many Apple users don’t even run any antivirus software on their computers. Whether that is a smart strategy is debated by many IT professionals.

A few of the reasons why Macs don’t get as many viruses as PCs are:

1. Mac OS X is based on the Unix operating system, which is one of the oldest and most secure operating systems around.
2. Microsoft Windows is used by many more people, so it’s a bigger and better target. Plus the way that Windows is built makes it easier for viruses to spread across computer networks.

3. Many of the tools designed to create viruses or malware are written for the Windows operating system.

### Windows Threats Even For Macs

Many Mac users find themselves having to use Parallels, BootCamp or other virtual software to run Windows only programs such as Microsoft Publisher. Because these Macs are now running a Windows operating system, they are now susceptible to Windows viruses. In addition, an Apple computer can certain become a “carrier” of a Windows-based virus. This virus would not infect the Apple machine, but could infect other Windows machines on your network if it were to send that virus via email or across the office computer network.

### And Even More Threats...

Any software, plug-in or other 3rd party add-on that is installed onto any computer that connects to the internet can introduce its own security risks. One of the most common ways that the “bad guys” are able to attack a Mac is through

browser applications and browser plug-ins such as Adobe Flash, Adobe Reader, Java and others. Just about every Mac user has all three of these plug-ins installed on their computers (and many more). These are a necessary part of business, but do introduce additional security risks for all computers.



### The Human Factor

Although Apple Macs are less vulnerable to viruses, they are still operated by flawed humans who can still be the victim of Trojan Horses, phishing and other online fraud. Your best bet is to keep everyone informed about online security risks in your business, no matter the computer they’re using.





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## 3 Things You Need To Know About E-mail Marketing Before You Press “Send”

It’s everyone’s favorite application. Since its introduction, it has revolutionized the way we communicate, both personally and professionally. It has had a major impact on how companies market themselves, communicate with vendors, send out press releases, rally employees and alert clients to their latest and greatest promotion. The ease, low-cost and speed of e-mail in marketing is the biggest reason why our inboxes are overflowing with spam.

In response to the ubiquitous outcry “I hate spam,” governments have crafted regulations surrounding the use of e-mail; and if you’re one of the millions of companies using e-mail for marketing, then it’s important that you familiarize yourself with these laws. But the danger doesn’t stop there...

Even if you don’t get caught by the feds for violating the rules of e-mail usage, you can still end up on a blacklist with the major ISPs such as Yahoo!, Gmail, GoDaddy and Earthlink. Once you get blacklisted, you are considered guilty until proven innocent, and ALL the e-mail you send won’t get through, even to people who want to receive it—a consequence that could end up hurting your business more than a fine.



### What Are The Basic Guidelines Of E-mail Marketing?

First and foremost, make sure you are only sending e-mail campaigns to people who have solicited (requested) to be on your distribution list. This is called “opting-in” or subscribing, and e-mails sent to these folks are considered “solicited e-mail.” You are perfectly within your rights to send them messages; but if you got their e-mail address by any other means and they did NOT specifically request to be on your list, that’s considered “unsolicited e-mail” or spam. Sending promotional e-mails to people who have not requested them is not only illegal, but annoying...so don’t do it!

Next, make sure you provide directions on how a person can remove themselves from your distribution list in EVERY e-mail. The best place to put this information is at the very bottom of your message. You should also include your full company name and contact information at the bottom so no one can blame you for cloaking your identity—another legal “no-no” of e-mail marketing.

### Our #1 Recommendation

Lastly, when sending e-mail out to your marketing list, we recommend using a service such as ConstantContact or MailChimp. These web-based applications will help you manage your e-mail distribution list with automatic opt-out and opt-in tools and will keep your e-mail server off an ISP’s blacklist.

Naturally, you want to make sure the information you are sending is interesting and relevant. No one wants more junk filling up their inbox, so the better you are at marketing, the better your results will be. E-mail is not a magic marketing bullet that will solve all your marketing problems but, used correctly, it can certainly help you reach more customers and build stronger relationships with the people you already do business with.



Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)

## Shiny New Gadget Of The Month:



### Microsoft Surface

Some may say that Microsoft is revolutionizing the tablet with its new release of the Surface. The Surface takes everything you would find in a Windows laptop and transforms it into an easy, on-the-go, tablet form.

Not only is the Surface compatible with thousands of apps, but you can run your entire Office Suite using this device.

The Surface also boasts fast and powerful performance, and impressive visuals, including a full HD display and 1080p resolution.

Priced starting at just \$899, the Surface may be every business professional's answer to keeping everything you need with you, no matter your location.

Buyers can also expect the same security that they have come to love from Microsoft, as well as many personalization options that will make your Surface truly your own.



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## Trying to Figure Out How to Improve Your Technology? 5 Reasons Why It Is Time To Hire A vCIO



Are you spending too many hours dealing with IT vendors, and fixing computer problems that are far outside your expertise? It may be time to hire a vCIO. A vCIO (Virtual Chief Information Officer) is an individual whose main responsibility is to manage your IT department, without being a full-time employee.

Many small business owners don't have a trusted technical advisor to help them formulate their growth strategies. By utilizing a vCIO, you are not implementing another IT guy, but adding an experienced person to take the burden and responsibilities of managing an IT department off of your plate.

### The vCIO Advantage

- **Project Management:** When it's time to upgrade your network or install new servers, your vCIO oversees the entire project.
- **Budget Planning:** Your vCIO will discuss future technology plans for your business, and new trends that you may want to explore.
- **Vendor Management:** You will never have to call your internet provider to be told that the issue is with your phone vendor. We handle all of the communications with your technology vendors, including software license renewals.
- **Productivity:** Increase your daily productivity by streamlining your IT so that day-to-day tasks take less time and effort.
- **Performance & Reliability:** With the help of XPERTECHS vCIO you can trust that your network will be there when you need it.

To learn more call Michael at 410-884-0225.



### Client Spotlight: Baltimore Orioles

As a "Trusted Advisor" for the Orioles for over twelve years, XPERTECHS has provided a high level of IT support. We recently upgraded the Orioles systems to Office 365 - Microsoft's newest cloud-based Office suite - providing important collaboration tools, adding increased productivity among employees.

Our XPERTECHS team completed a Domain Controller Upgrade to Server 2012 for the Orioles, and implemented a new backup & disaster recovery solution. All smart moves to guarantee increased performance and protection of their organization's critical data.

Congratulations to the Orioles on a great start this season, after coming off an incredible year. With the right players in place, no doubt they can have another successful season!



Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)

## Are You STILL Using Outdated Tape Backups?

If your computer network and the data it holds got erased or corrupted because of a virus, hard drive crash, fire, flood or some other random, unforeseen disaster, **how confident are you RIGHT NOW that your business could be back up and running again FAST?**

If your answer to that is, “I don’t know,” or “I’m not sure,” you are taking a HUGE risk with your company’s most important asset—the data on your network. Just imagine what would happen to your business if you lost your entire client database...

**Can you even put a price tag on it?** Probably not—yet so many business owners aren’t 100% certain that they could be back up and running after a disaster and are purely *hoping* that their current tape drive or backup is working and storing a usable copy of their data.

### **Tape Drives Are The MOST Unreliable, Unsecured Way To Back Up Your Data**

All tape drives fail; it’s only a matter of “when,” not “if.” So if being able to get back up and running again in the event of a data-erasing disaster is important, then you need to know about our XPERTECHS Backup & Disaster Recovery (BDR) service.

**Want to know if your data is REALLY secure and being backed up properly?** Contact Michael at XPERTECHS if your business has 20 + PC’s, for a **FREE** Backup and Disaster Recovery (BDR) Assessment.

Call us at (410) 884-0225 or go online to:  
[www.XPERTECHS.com/BDR](http://www.XPERTECHS.com/BDR)

## DropBox – Is It Secure For Your Business?

A question that we often get around here is whether or not file-sharing services such as DropBox, YouSendIt and Google Docs are secure enough for business. If you use any of these services for your business, here’s the scoop...

### **Treat DropBox As A Public, Shared Environment.**

DropBox (and the others mentioned above) is designed to easily share very large files – ones that are not optimal for e-mail because they’re so huge. Examples include videos, audio files, large PDFs and graphics files. These services are typically free (or very cheap), and you shouldn’t have the expectation of great security for this price.

But an increasing use of these tools, even for legitimate reasons such as collaboration, is putting a lot of private information at risk. According to a recent Ponemon study, 60% of organizations have employees that frequently put confidential files on services like DropBox without permission. In fact, companies such as IBM have banned the use of these services completely.



### **When Does Or Doesn’t It Make Sense?**

When you have a file that doesn’t need to be secure and simply needs to easily and quickly get from point A to point B, then DropBox can be a viable solution. On the other hand, you would not send or store any sensitive files, such as contracts or financial statements, on DropBox. These services are also not safe for any files subject to government compliance regulations such as PCI, HIPAA, SOX, Sarbanes-Oxley or HITECH. These file-sharing solutions are NOT compliant.

### **What To Use Instead**

If you need to transfer files outside of your network and need to do so securely, some options to consider are:

- Creating a secure FTP site
- Use 2-factor authentication rules
- Be sure to have audit logs involved to monitor the security of your data



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Manage your business, not your network.