



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

**New Security Breach Notification Laws:
What You Need To Know**

It’s Monday morning and one of your employees notifies you that they lost their laptop at a Starbucks over the weekend, apologizing profusely. Aside from the cost and inconvenience of buying a new laptop, could you be on the hook for bigger costs, and should you notify all your clients?

Maybe, depending on where you live and what type of data you had stored on that laptop. Forty-six of the fifty states, plus Washington D.C., Guam, Puerto Rico and the Virgin Islands, have security-breach laws outlining what businesses must do if they expose any kind of client or employee personal information, and practically every single business is directly affected by these laws. (Currently, the only states without such laws are Alabama, Kentucky, New Mexico and South Dakota, but that is likely to change.)

An Emerging Trend In Business Law

Since companies are storing more and more data on their employees and clients, states are starting to aggressively enforce data breach and security laws that set out the responsibilities for businesses capturing and storing personal data. What do most states consider confidential or sensitive data? Definitely medical and financial records such as credit card numbers, credit scores and bank account numbers, but also addresses and phone numbers, social security numbers, birthdays and in some cases purchase history—information that almost every single company normally keeps on their clients.

**“We Did Our Best” Is No Longer
An Acceptable Answer**

With millions of cyber criminals working daily to hack systems, and with employees accessing more and more confidential client data, there is no known way to absolutely, positively guarantee you won’t have a data breach. However, your efforts to put in place good, solid best practices in security will go a long way to help you avoid hefty fines. The definition of “reasonable security” is constantly evolving, but here are some basic things to look at to avoid being labeled irresponsible:

- **Managing access.** Who can access the confidential information you store in your business? Is this information easily accessible by everyone in your company? What is your policy about taking data out of the office on mobile devices?

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Get More Free Tips, Tools, and Services at our Website: WWW.XPERTECHS.COM

Shiny New Gadget Of The Month Roku

www.roku.com/streamingstick



About the size of a large thumb drive, the Roku Streaming Stick allows you to watch TV shows, games and movies on demand via the Internet on your TV.

The Streaming Stick costs as little as \$50; for that price, you can create smart TV on the cheap. Simply plug the Streaming Stick into a special port in the back of your TV. The device uses its Wi-Fi connection to set up your service and instantly stream shows on demand via the Internet. With 550-plus free and premium videos, music and game channels from HBO, Disney and Major League Baseball, Roku is becoming the new cable box.

It's predicted that in the next 4-5 years, the bulk of TV and movies will be viewed over the Internet through subscription services like Roku. As you can imagine, Roku has stiff competition with the likes of Apple TV (which leads the market with over 4.2 million devices sold). Google is also getting into the TV streaming game with Nexus Q.

- **IT security and passwords.** The more sensitive the data, the higher the level of security you need to keep on it. Are your passwords easy to crack? Is the data encrypted? Secured behind a strong firewall? If not, why?
- **Training.** One of the biggest causes for data breaches is the human element: employees who accidentally download viruses and malware that allow hackers easy access. Do you have a data security policy? A password policy? Do you have training to help employees understand how to use e-mail and the Internet responsibly?
- **Physical security.** It's becoming more common for thieves to break into offices and steal servers, laptops and other digital devices. Additionally, paper contracts and other physical documents containing sensitive information should be locked up or scanned and encrypted.

The bottom line is this: Data security is something that EVERY business is now responsible for, and not addressing this important issue has consequences that go beyond the legal aspect; it can seriously harm your reputation with clients. So be smart about this. Talk to your attorney about your legal responsibility.

Then, to get more information and training on IT security, visit us online at www.xpertechs.com/network-security or call us for a FREE Security Assessment at (410) 884-0225.



Client Spotlight: Baltimore Orioles

XPERTECHS has been serving the technology needs of the Orioles for over twelve years. During this time, XPERTECHS earned their position as "Trusted Advisor" and has provided a high level of IT support.

The Orioles were faced with outdated, on-premise applications and the need for increased uptime/reliability. With 300+ users and a 24/7 user base, they needed to keep their technology as current as possible to maintain a competitive edge. The Orioles required a new set of technologies that could be relied upon to serve the immediate needs of their staff, as well as provide a secure foundation for the future.

XPERTECHS recommended the use of cloud technologies to upgrade their systems. Adopting Microsoft's cloud-based Office 365 suite provided important collaboration tools and increased productivity among employees. As the integrator, XPERTECHS employed Microsoft best practices for a phased approach, allowing Orioles staff and users to be migrated without downtime.



To learn how Office 365 can increase your business' productivity, visit www.xpertechs.com/microsoft-office-365

3 Easy Steps To Get 7 Years Of Hassle-Free Service Out Of Your Laser Printer

Keep It Clean

There is no faster way to gunk up a laser printer and cause printing problems than by letting it get dirty.

On a monthly basis, use compressed air to blow out the inside of the printer. Remove the toner cartridge for better access, and don't forget to do the back if it is accessible. It also helps to take a vacuum to the outside. If you print labels or use any other type of specialty media like transparencies, use rubbing alcohol to clean the rollers inside the printer.

Do Your Maintenance

You can almost infinitely extend your printers lifespan by doing the regular maintenance suggested by the manufacturer.

This includes replacing rollers, filters, and occasionally replacing the fuser (the printer's internal furnace.) Here's a little money-saving secret: you only need to do this type of maintenance at 1.5 to 2 times the manufacturer's usage recommendation. In other words, if your printer's manufacturer says to replace rollers every 100,000 pages, you really only need to do so every 150,000 to 200,000 pages.

Use a Surge Protector

Nothing will send your printer to the bone yard faster than an electrical surge caused by lightning or other issues on the power grid.

When internal components are fried, it is often cheaper to buy a new printer than it is to fix the existing one. It is easy to protect yourself with a \$25 surge protector. DO NOT plug a laser printer into a UPS or other battery backup system. The printer's power draw is too much for a battery to handle.

A Simple Change That Will Generate More Leads And Customers With Facebook

If you have been using a Facebook Fan Page as a marketing tool, here's a simple strategy we've discovered that will practically guarantee you more leads. But first, a quick marketing lesson...



Marketing messages to a NEW prospect must be different than the marketing messages to an existing customer or "Fan." That's because a new prospect has no idea who you are, what you do or why they should engage with you on any level, especially honoring you with their business. For example, if you were at a tradeshow booth representing your company, you would naturally speak differently to a new prospect than someone who's done business with you before, right? Therefore, when a NEW prospect hits your Facebook page, you don't want them to see every post you've made in the past and hope that they "Like" your page. Instead, the smart thing to do is to set up a custom "Welcome" page that appears to all new "non-fans."

This custom Welcome Page should convey what you're about and make an offer to new prospects to engage with them, capture their information and get them communicating to you. This welcome page can even contain a video of you introducing yourself, your business and explaining an offer you have for new Fans. When done right, this simple addition to your Facebook page will dramatically increase the number of leads, customers and engagement from your Facebook traffic. Here's how you set it up:

Step 1—Create your landing page on a Facebook tab.

Facebook tabs aren't the easiest to create. Unless you're a talented web developer, I've found that it's easier to use a tool such as FanPage Engine 3.0 to create your tabs in Facebook (you can find this at www.fanpageengine.com). By using custom tools, you can very easily incorporate lead generation forms, videos and formatting all in one. A new tab can be created and published to your Facebook page in less than 10 minutes with this tool.

Step 2—Set your Facebook "Default Tab" for new visitors to your new, custom landing page. Facebook's definition of a "new" visitor is someone who hasn't "Liked" your page yet.

To setup your Default Tab, go to your Facebook company page and select "Edit Page," then "Manage Permissions." Next, change your "Default Landing Tab" to your new Welcome Page. Click on "Save Changes" and you're done! Remember, this page will only display for people who haven't "Liked" your company on Facebook; everyone else will go straight to your page's Wall.

For the 'Techies'

Top Tech Gadgets for the 2012 Holiday Season

The Tablet Edition

It's never too early to start making your shopping lists for the holiday season. Undoubtedly, there are technology lovers in your family, and tech gadgets on your list each year, so we wanted to share some of the hottest new tech gadgets as we get ready to kick off the 2012 holiday season.

Apple iPad Mini Starting at \$329

Apple announced its brand new iPad on October 23rd. This new iPad is more portable and affordable than ever before, and boasts a 7-inch display screen and front and rear facing cameras, among many other features. The iPad Mini will be available in stores on November 2, 2012.



Nook HD & HD+ \$199—\$299

The latest in Barnes & Nobles' 'Nook' collection, the Nook HD and HD+ offer 7 and 9-inch HD displays, and between 8GB and 32GB of storage. With the Nook, you also get full access to Barnes & Noble's catalog of books, magazines, apps, and videos.



Microsoft Surface Starting at \$499

Microsoft has joined the tablet circle with the release of their highly anticipated Surface. This tablet boasts a 10.6-inch display screen and will run Windows 8. Microsoft has also released a new Touch Cover Keyboard, perhaps the most practical and consumer friendly tablet accessory yet.



XPORTECHS Named One of the Top-Performing SMB Channel Partners in the U.S.

SMB 500

XPORTECHS has been named to the SMB 500. Unveiled at the 2012 "Turn the Tables" Fall SMB Invitational in Rancho Mirage, California, the inaugural list celebrates the top 500 fastest-growing U.S. tech companies focused on small and midsize businesses (SMBs).

Ranked at number 178, XPORTECHS grew its business by more than 200 percent growth between June 2009 and June 2012. Channel partners named to the list demonstrated a consistent, average three-year growth rate of more than 200 percent. The list also takes into account select criteria such as company size, overall technology category revenue growth and innovation with SMB business engagements.

"Technology plays a critical role in the overall growth, operational scale and continued sustainability of SMBs across the U.S.," says Kirk Robinson, vice president and general manager, Commercial Markets Division, Ingram Micro U.S. "As one of this year's top-ranked SMB channel partners, XPORTECHS has demonstrated its business strength and sent a clear message that serving the technology business needs of SMBs is a top priority. We congratulate XPORTECHS on this accolade and look forward to enabling their continued success in 2012 and beyond."

Are You Inviting Criminals To Rob You?

The next time you think about "Checking In" with Facebook or Tweeting about your vacation, don't. Burglars are now using social media sites to target homes when people are away on vacation, business or just out at dinner.

One such web site, PleaseRobMe.com, swears they never intended to encourage burglars; however, this site pulls information from social networking sites like Twitter, Foursquare and Google Buzz to expose how much information criminals can easily learn about you online.

The Dutch developers, Barry Borsboom, Boy van Amstel and Frank Groeneveld say they like social networking, but that their goal is to shine a giant spotlight on the dangerous side effects of location sharing. Regardless of their intention, our recommendation is to keep your location private.



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