OCTOBER 2013

XperText

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

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

Last Night I Startled Out Of Bed In A Cold Sweat, Heart Racing, With Fear Racing Through My Mind … And YOU Were The Reason For My Panic!

Was I having a nightmare? Was I just watching too many reruns of The Twilight Zone? Maybe taking the Halloween spirit too far? No – it simply occurred to me that you might not have a solid backup and disaster recovery plan in place! And if your server data was erased, corrupted or destroyed because of a hardware malfunction, system crash, fire, flood or some other random, unforeseen disaster, you might not be able to be back up and running again FAST!

The Thought Of That Happening Scared Me Half To Death!

And quite honestly, it should scare you too! Just imagine what would happen if your server went down and you…

… Lost all accounting documentation and history…

… Lost all the work files you've spent YEARS developing…

… Lost the work files and documentation you desperately need to service your customers…

… Lost all the e-mails you've saved and couldn't access your inbox…

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 or are purely hoping that their current backup system is working and storing a usable copy of their data.

Want to know if your data is REALLY secure and being backed up properly? Since Halloween is this month, I'm treating all of my friends, clients and prospective clients that have 20+ PCs, to this $300 service at no charge.

That's right! Contact Michael by October 31, 2013 at (410) 884-0225 for a FREE Backup and Disaster Recovery (BDR) Assessment.

For more info, visit:
www.XPERTECHS.com/BDR

XPERTECHS®
1988 25th Anniversary 2013

The Tile App

Now it's super easy to keep track of stuff on the go. Just attach, stick or drop your Tile into any item you might lose: laptops, wallets, keys, guitars, bikes—you name it.

Download and sync the app and you'll never have to worry about losing it again! Pre-order this little device and you'll be able to:

♦ Use Tile on as many things as you want. Add up to 10 Tiles on an account.

♦ Share access to Tiles with friends, family, and trusted coworkers.

♦ Hear the alert notification when your items are triggered to find. If you can hear it, you can find it.

♦ Use the Tile app to remember where it last saw your Tile, so you can easily find it right where you left it.

Pre-order your device today at **http://www.thetileapp.com**

5 Steps To Moving From Your iPhone To An Android Phone

Android phones have come a long way in the last few years, and the Apple iPhone may have lost a bit of the pizazz that it had just a few years back as the new phone on the block.

If you're thinking of making the jump from iPhone to Android, here are 5 critical areas of your phone you need to consider before you move:

1. **E-mail, Contacts and Calendars.** If you're using Microsoft Exchange for e-mail, then this step should be a breeze. All of your e-mail, calendars and contacts should be housed on your Exchange server and will populate automatically once you set up your account. If you're using Google Apps for these services, it will be even more seamless!

2. **Apps.** Your iOS apps are going to be stuck on your iPhone and not transferable. You'll certainly find the Android version of these same apps on the other side, but be sure to check this out ahead of time so that you're not stuck searching for a workaround for a critical work function upon arrival.

3. **Music.** The easiest way to move your music from iTunes onto your Android phone is by creating a Google Music account on the same computer where iTunes is installed. You can then use Music Manager's iTunes option during setup. You can even continue to use iTunes and sync any new purchases with your Google Music account automatically.

4. **Photos and Videos.** Your best option to move photos and videos is to simply download them from your iPhone to your computer and then re-upload whatever you want/need to your new phone. Another option is to use a cloud sharing service such as Dropbox to move these files wirelessly across devices.

5. **Text Messages.** If you must move text messages, use the free iSMS2droid app. Or use the Samsung Kies software to restore an iPhone backup (if you have a Samsung Android phone).

Finally, if you're really thinking about moving from your old iPhone to an Android phone, make sure to pick a higher-end Android phone, such as the Samsung Galaxy.

XPERTECHS' Baltimore Data Center

This highly secure and state of the art data center possesses 24/7/365 security monitoring, with entrances and exits controlled by HID contact-less access control cards, which provide added security.

The data center benefits also include:

• N+1 redundant electrical design and distribution which eliminates the worries of downtime due to power-outages from major storms or other uncontrollable events.
• Guaranteed 99.999% up-time, and un-interrupted connectivity to your network.
• SAS 70 and SSAE 16 Type II compliant facility.

Our customers benefit when we deliver XPERTECHS solutions through our cloud platform.

How Small Businesses Should Budget For IT Expenses

A question that seems to come up a lot lately with clients, in some form or fashion, is "How should I properly budget for IT expenses?" While this is a great question, there are a lot of variables that determine the answer, so I can't provide a "one-size-fits-all," simple answer. However, below are some general guidelines that should help you figure this out:

1. **Hardware Refresh.** No one likes the cost of a network upgrade, but it IS necessary approximately once every 3 to 4 years. PCs and servers older than that tend to run slow, crash frequently and generally become more expensive to fix and support than to replace. Therefore, your budget should include an IT refresh of all equipment every 3 years to be on the safe side.

2. **Maintenance.** There is no "set it and forget it" when it comes to network maintenance. With cyber criminals becoming more sophisticated and aggressive, you MUST constantly monitor and update your network against cyber-attacks, malware, data loss, etc. A good general rule of thumb is $400 per month for each server and $80-$90 per month per PC.

3. **Data Backup.** Another expense you must account for is backing up your data to an offsite location (often called "cloud backup"). Since all businesses generate MORE data year after year, the backup will grow. Start by assessing the growth of your data over the last couple of years to uncover a trend. From there, forecast those additional expenses going forward at the same rate (don't expect this to stay static year after year).

4. **Expansion.** Another factor for your IT budget is upgrading software, line of business applications, CRM systems and accounting packages that can no longer support your growing company. As your company grows, systems, processes and data become more complex requiring more sophisticated (and often more expensive) software and systems. Make sure you are looking ahead year upon year to see this coming and to properly budget for it. There's no "magic" formula for this because the timing and cost of your upgrade is unique to your company, situation and what you are trying to accomplish.

Many of our clients have opted for our Xper**CARE** Proactive Managed IT Service as an easy way to budget for IT. This program allows you to pay a fixed, monthly fee for all IT expenses including 24x7x365 monitoring, antivirus & malware protection, remote & onsite support, helpdesk, backup & disaster recovery, virtual CIO services, network administration and more!

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

The Constant Climb Of Entrepreneurship

Today, as I write this, I am sitting on a veranda with the most magnificent views of Jamaica. I came here to speak at the annual Business Summit event in Kingston, and my wonderful host has me staying in a villa at Strawberry Hill. My room sits on top of a mountain (a hill for Jamaicans, a mountain for New Jerseians), overlooking other mountains in all directions. The drive up here was fascinating.

I am not sure if you have ever navigated the back roads of Jamaica. But, for myself, I consider it old hat. (That is, as much as a passenger can say "old hat" when it comes to driving.) I would never drive these roads myself. They are fast, they constantly twist and turn, 18-wheelers careen down them, people drive on the left side (which gives any American driver a heart attack every time another car approaches), and there are mammoth potholes everywhere. If that doesn't get to you, there's the fact that mere inches to your left or right are gorges that drop as far as the eye can see… and railings seem to be optional here. Yet with all that, the drives are the most beautiful and invigorating thing you can experience.

During this particular drive to Strawberry Hill I noticed something. Almost every time we completed a turn and the road leveled out, I was momentarily convinced we had finally reached the top of the mountain. But then, another turn would come, and we would start to climb again. We'd level off, I would think that this time we were in fact at the top, and that's precisely when the next climb would begin.

I couldn't believe how high up in the mountain we were, yet we always climbed higher. When we reached the summit (I thought) we entered the Strawberry Hill property, and I was assigned my villa. From there I walked up higher! Climbing 30 plus steps to get to my room. I entered. It was gorgeous. I walk onto the veranda to look down. But I had to look up. The distant mountains were far higher than I.

Welcome to entrepreneurship. Or a drive up a Jamaican mountain. It's basically one and the same. The climb never ends for entrepreneurs. There is always a higher summit for us. When you think you are at the top, you haven't even started yet. You can always climb higher. You must always climb higher.

MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; is a former small business columnist for The Wall Street Journal; is MSNBC's business make-over expert; is a keynote speaker on entrepreneurship; and is the author of the cult classic book, The Toilet Paper Entrepreneur.
For more information, visit **http://www.mikemichalowicz.com/**