



Michael Mellott, President

Boost Performance, Tighten Security and Get More From Your Network with XPERTECHS' Services!!

**Volume IV, Issue II
February 2011**



Inside This Issue...

Announcing A SWEET Valentine's Treat For All Our Clients And Subscribers.....Page 1

Keep An Eye On Your Furry Friends With This Cool New Gadget.....Page 2

4 Folders That Need Organization in the New Year.....Page 3

How To Raise Your Profits By Raising Your Profile.....Page 3

Who Wants To Buy My \$8 MILLION Dollar Phone?.....Page 4

Would You Pay \$1 To Get \$2.25 In Change?.....Page 4

5090 Dorsey Hall Dr. Ellicott City, MD 21042
(410) 884-0225 | WWW.XPERTECHS.COM



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

Here's A Sweet Valentine's Treat For Our Clients And Friends

Who says Valentine's Day is just for lovers? Around here, we LOVE our clients and subscribers and want to spread the adoration around. That's why we've decided to come up with the following "sweet deals" for everyone subscribed to this newsletter:

For Our Clients:

We want to give you a "Get Out Of Computer Trouble Free" service coupon for any office computer that is not already covered under XperCARE Proactive Managed IT Service. Just call us when you're having any problem with a PC and we'll fix it for FREE. Not enrolled in our XperCARE Proactive Managed IT Service plan? Then sign up this month and we'll not only waive the set up fee, but we'll also include one month of services for FREE! Are we so love struck that we've lost our good sense? Not at all; we simply want to show you how much we appreciate you.

For Your Friends:

Refer any of your friends or colleagues with 10 or more PCs to us and we'll give them a FREE 2-hour service call to diagnose and repair any technical or computer problem that's troubling them! **See the pink insert inside for more details on our NEW referral contest!!**

For Those "Soon-To-Be" Clients:

Not a client yet? Then we want to entice you to "fall in love" with our services by also giving you a FREE 2-hour service call. Just contact us when you have an issue and we'll either come to your office or connect remotely to your computer using our secure, "on-call" software. We'll diagnose the problem and start working on resolving the issue. If we cannot fix it within the 2-hour window, we'll give you a fixed quote in writing on what we believe it will take to get it working again. If you choose to have us continue, in most cases we can start working right away. And of course, ALL our services are covered by our "Fix It Right Or It's FREE" guarantee so you never have to worry about being burned by an incompetent technician.

To contact us for any of these amazing offers, call 410-884-0225 or send an e-mail to marketing@xpertechs.com.

Find out more about our Referral Contest online at www.xpertechs.com



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

Shiny New Gadget Of The Month

Digital Pet Cam



Attention all pet lovers! Have you ever wondered what your pet sees and does when you're away? Does he nap or get into all sorts of mischief? Clip on Uncle Milton's Pet's Eye View camera and find out!

You can choose between 1, 5, or 15-minute intervals for your pictures. The photos are taken automatically and can be uploaded to your PC or Mac via the included USB cable for easy viewing. It's lightweight, compact and simply clips right onto your pet's collar!

- Auto-interval photo Settings
- Internal memory stores up to 40 photos
- 640 x 480 resolution for 4" x 6" prints
- PC and Mac compatible
- Includes USB cable for uploading photos
- Includes rechargeable Lithium-ion 100 mAh battery.
- Collar and the subsequent dog training you might discover you need are not included.

Announcing the New EMR XperCARE Service



The electronic medical record (EMR) selection process can be daunting. And after you've made your choice in software, important decisions linger. Is your network ready for an EMR? Where will you purchase your "approved" IT components such as PCs. Scanners, tablets and servers? Who will monitor and proactively support

these components? Is your wireless network secure? What about mobile and remote access? Does your network meet HIPPA compliance requirements? Just where exactly does your EMR software company draw the line? All too often, eager EMR sales people will downplay the significance of a solid, secure network infrastructure. Worse yet, some claim to be experts that can provide "one-stop shopping." Be smart, leverage the IBC/XPERTECHS experience, do it right the first time and call us today!

XperCARE Service Features

- **24x7 Monitoring & Alerting** — examines the critical health status of your network devices and applications to ensure everything is functioning normally.
- **Higher Level Security & HIPPA Compliance** — provides security and reliability within the IT environment that improve the levels of data security and privacy.
- **Freedom to Focus** — Your practice relies on many technologies from patient and records management to remote access and digital x-rays. Outsourcing your technology and IT support allows your practice to be more productive with higher patient throughput without wasting time on technical issues.
- **Turnkey "IT in a Box"** - a complete technology package that addresses all the IT systems necessary to successfully implement an EMR solution. Hardware, software, network infrastructure, Internet security, and on-going support combined into one outstanding technology solution for a low cost fixed monthly fee.
- **Peace of Mind**—As a doctor you already have enough to worry about; meeting with patients, keeping records, managing staff, insurance reimbursement and keeping abreast of new health care laws; so let us make sure everything pertaining to your technology security and reliability is handled so you don't have to worry about it.

**To learn more about the IBC/XPERTECHS EMR
experience, contact us today!!**

Email: marketing@xpertechs.com or Call (410) 884-0225



4 Folders to Clean Up Today!!

A new year means a fresh start (or a compulsive desire to stay organized). Why not start with today? Here's 4 folders we've identified on your PC or Mac that could use a little reorganizing for the new year. It may require a few hours of your time to do, but trust us, it'll make you feel all warm and fuzzy inside when it's clear.

1. Downloads. You know what we're talking about here. It's that Chrome or Mozilla folder that loads anything and everything you click on while browsing the net. Jump in there with a sledgehammer and start throwing anything you don't need to the trash. This includes old program installs, useless images, and random ZIPs.

2. My Pictures. Unless you're a master of organization, this folder will almost always see the ugly side of your file structure. Start renaming some folders by date, group photos in a way that makes sense to you, and set up an easy workflow for the new year.

3. My Music. If you're anti-iTunes (like me), you're bound to run into the issue of having a huge folder of incoming music that simply sits there for months on end. I've been tempted to switch over to a folder-less system, but I've got too much time invested in my own folder organization system.

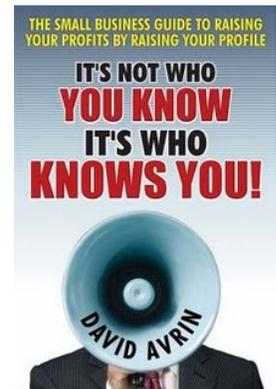
4. Desktop. This one might take some of us a while. But seriously? Is that an image from 2004? A Word 97' shortcut? We may look at our parents for committing some of these atrocities, but surely you know better. Get rid of those useless icons, files from way back when, and finally start appreciating that wallpaper you spent all those late nights choosing!

What folders are you cleaning up for the new year?

Source: TechAdvisory.org

How To Raise Your Profits By Raising Your Profile

I recently listened to an interview with David Avrin, author of the book, "It's Not Who You Know, It's Who Knows You." His message is pretty simple but powerful: the more your marketplace KNOWS your brand, the more sales and profits you'll generate. I highly recommend his book since it contains a lot of good, common sense strategies for small business owners. Here are a few of the tips from David that I wanted to pass on to you and my other readers:



You Can't Control Your Brand:

You can only INFLUENCE it. I actually thought this insight was very powerful. If you think about it, your 'brand' is formulated in the mind of your customer. It's the feeling they get when they think of your company, product or service; but since the CUSTOMER generates the feeling, only they get to decide what that association is. To that end, your brand is the sum total of everything you do. For example, you eat at a restaurant where the food is outstanding but the bathrooms are dirty, the waiter is rude and they get your drink order wrong...twice. Unfortunately, the food may not be enough to get you to come back again.

An Important Question You Should Know The Answer To:

As business owners we spend YEARS perfecting our services, working on our operations and building our business – yet most of us only spend minutes thinking about what message we want to portray to the marketplace. During this interview, David posed the following idea: "What question do you want to be the answer to?" For us, it is: is there anything we can improve so that we exceed your expectations? Please let us know!!

Email: marketing@xpertechs.com or **Call (410) 884-0225**

Marketing Is Not A Department:

Most people think marketing is just about web sites, brochures and postcards. Not so. Marketing should infiltrate every aspect of your business. To that end, make a list of every touch point you have with your customers and prospects and ask yourself, "Am I being INTENTIONAL about how we interact with our clients to make sure we are fulfilling our brand promise?" That would include often overlooked areas like how you answer the phone, or what you print on the invoices you send out.

Being "Good" Is Not Good Enough...Anymore:

With SO many choices, being "good" at what you do is no longer an advantage in the marketplace – it's the entry point to doing business. Think of how many "good" restaurants you go to, or how many "good" stores you frequent. Chances are they deliver a satisfactory product or service, but not one that blows you away. In order to truly win the hearts (and wallets!) of our clients, we have to work on being outstanding.

Who Wants To Buy My \$8 MILLION Dollar iPhone?

No, that's not a typo! Stuart Hughes, the British jeweler known for his expensive remakes of popular gadgets, is at it again, this time with a diamond-clad iPhone 4 with a price tag of 5 million pounds, or roughly \$8 million US dollars.

The handmade bezel contains approximately 500 individual flawless diamonds that total more than 100 carats. There's 53 additional diamonds in the back and the main navigation button is made of platinum, holding a single cut 7.4 carat pink diamond.

Only two of these will ever be made, so don't worry: if you buy one, the chances of bumping into someone at a party who has the exact same phone are quite slim. However, you might want to invest in a bullet-proof case to protect it!



Women Sleep Better Alone

According to a University of Vienna study, women do NOT sleep as soundly when they sleep with a romantic partner. The complete opposite is true for men, however, who sleep more soundly when they slumbered next to a loved one. So this Valentine's Day, maybe you need to give your spouse or partner the gift of a good night's sleep by sleeping with them...or not.

Would You Pay \$1 To Get \$2.25 In Change?

Who wouldn't want to shop at a store that can deliver that! Is this some Nigerian business opportunity? Not at all...

A review of the services we deliver for our **XperCARE Proactive Managed IT Services** clients showed that our clients receive an average of **\$2.25** in services for every **\$1.00** they spend with us. This is based on a cost comparison between hiring a full-time, IT technician or outsourcing to us. And that's not taking into consideration the combined experience our team brings to your organization that you WOULDN'T get by hiring a single person.

Of course you don't see a lot of the work that goes into our services because they are done behind the scenes or after hours so that we don't disturb you while you're working. But in a time where saving money is more important than ever, it IS worth noting that you made a smart decision to outsource your services to us!

Results Achieved:

XperCARE Keeps Them Coming Back!!

XperCARE Clients Renew Their Service to Continue to Increase Productivity And Gain Competitive Advantages in 2011



**Dr. Lisa Horton, Owner, Dr. Horton Pediatrics,
Glen Burnie, MD**

"I like working with XPERTECHS because I never have to think about them; they're always there and they take care of the problems without me having to take time out of my day and away from my patients."



Harry Santucci, CBO Financial, Columbia, MD

"Since we made the decision to go with XperCARE Proactive Managed IT Services, we have seen a reduction in downtime, and immediate follow-up to our IT problems and concerns. We are also enjoying improved performance and security on our network."

Could XperCARE be the solution you've been looking for??
If you are an organization with 10-200 PCs and a limited IT Support Staff and budget then XperCARE is the perfect fit for you!!

Contact us TODAY!!

Email: marketing@xpertechns.com



Get More Free Tips, Tools, and Services at our Website: www.XPERTECHS.com