XPERTECHS®

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Inside This Issue…

"I just wanted to let you know, Wilson, that I'll be blaming you for everything until the computers are back up."

XperText

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

This July, Declare FREEDOM From Computer Problems!

Announcing an Easy and Affordable Way to Stop Wasting Your Time Dealing with Aggravating Computer Problems

Thanks to our new **XperCARE Plan** you can now offload the burden of dealing with any and all computer problems for one low, fixed monthly rate. No surprises, hidden costs, or the expense of a full time IT staff! Just look at the benefits:

- **You'll get INSTANT relief from any computer problem.** Our unique "always on" network monitoring and maintenance system will allow us to see and **prevent** computer problems before they happen. *As a matter of fact, we guarantee it*.
- **No more waiting around for a technician to call back or show up**. Our remote monitoring software will allow us to securely access your network and repair problems while you watch!
- **How does faster performance, fewer error messages, and practically zero downtime sound to you?** Under this program, that is exactly what we'll deliver.
- **You will sleep easier knowing your data is safe from viruses, hackers, and loss.** Nothing is more devastating than data loss. Don't risk it! Under our plan, we'll keep watch 24-7 on your network's security AND your backups.

Just Look At What One Customer Had To Say About This Incredible Service:

"Your **XperCARE** is the best thing you folks have going. I've already seen a measurable decline in the number of computer problems, and the server hasn't gone down in months. I know this has saved me at least $3,000 in IT support costs and I love the fact that I don't have to worry about security issues anymore. Thanks!" *Tom Reck – Financial Consultant*

Get More Free Tips, Tools, and Services At My Web Site: www.XperCARE.com

The Price People Paid For Our Independence

Fifty-six members of the Continental Congress signed the Declaration of Independence. Here is what happened:

The British captured and tortured five.

Nine fought and died in the Revolution.

Two lost their sons to the war.

Another two had sons captured.

About 12 had their homes pillaged and burned.

The British used the home of one signer, Thomas Nelson, as their headquarters. Later, Nelson demanded that the patriot army fire on his home to drive the British from it. His home was destroyed.

After the war began, farmer "Honest John Hart" never again saw his wife, 13 children, farm, and mill. His wife died, his children were scattered.

Please Welcome My Newest Client

I'm thrilled to welcome my newest clients into our company! I want to extend a sincere "thanks" for the trust and confidence you have shown in us:

Anthony G. King,

King, King & Associates, P.A.

Be One of the First 7 To Respond and Get a FREE Problem Prevention Network Audit
(*$997* Value – Absolutely *FREE*)

To introduce this new service to our clients, we're giving away 7 free network audits. At no charge, a senior technician will come to your office to perform a thorough 27-point Problem Prevention Network Audit to look for security loopholes, hidden viruses and spyware, and other lurking problems. Upon completion we'll give you a network report card showing where you are vulnerable to network problems and threats. We'll also demonstrate how we can make your network more secure, reliable, and problem free. You are under NO obligation when you sign up for one of these free audits **but you have to hurry**. Staff and time limitations will only allow us to give 7 free audits away. To secure yours, go to *www.XperCARE.com* or call 410-884-0225 today!

Declare Your Independence From High Costs & Risks
By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules and the key role that electronic records now play in law suits, some businesses go so far as to save every bit of data they have, just to be safe. In fact, IDC reports that the total amount of disk storage shipped last year grew 40.5 percent from 2007, proving that many businesses are opting to save much more of their information, rather than deleting it.

You may be thinking, "So why should I worry about our data storage?" or "What's the big deal in keeping everything?" While it is true that even offsite data storage costs have gone down by about 25% this year, the simple fact is that keeping your data forever can create long-term management challenges and lead to headaches when something needs to be found. Most often companies that save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved or deleted.

Certainly every organization needs to save information for its own purposes, such as transactions, accounting records, analytical data, and so on. Not only that, but regulations such as the Sarbanes-Oxley-Act and the HIPPA require enterprises to save certain kinds of content for a prescribed period. You may not be hit by these acts, but rest assured more regulations are in the works.

Data retention is a balancing act. Keep too much and not only will the cost of eDiscovery in a law suit (even a frivolous one) be astronomical, but you also increase the risk of damaging findings being discovered. On the other hand, delete data without a specific and rigorously enforced retention policy and you're not likely to receive the benefit of the doubt with the courts as to why requested information is not available. (continued)

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Señor Computer

A Spanish teacher was explaining to her class that in Spanish, unlike English, nouns are designated as either masculine or feminine.

A student asked, ''What gender is 'computer?'

The teacher decided to split the class into two groups, male and female, and asked them to decide for themselves if computers should be a masculine or a feminine noun.

Each group was asked to give reasons for its conclusions.

The men's group decided that 'computers' should definitely be of the feminine gender ('la computadora'), because:

No one but their creator understands their internal logic;

The native language they use to communicate with other computers is incompatible to everyone else; and

Even the smallest mistakes are stored in long term memory for possible later retrieval.

The women's group, however, concluded that computers should be masculine ('el computador'), because:

In order to do anything with them, you have to turn them on;

They have a lot of data but still can't think for themselves;

They are supposed to help you solve problems, but half the time they ARE the problem; and

As soon as you commit to one, you realize that if you had waited a little longer, you could have gotten a better model.

The women won.

So what should you be doing? To address the problem, here are 4 data retention strategies you must consider:

1.) Start with the storage analysis, not the storage technology or procedures.
Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements. There are software tools to help you in analyzing what information is stored on your servers and how it's used.

2.) Segment user populations.
Use categories such as executives, back-office employees, sales, and people who deal with the company's intellectual property and treat their data differently. You certainly don't need to keep back office transactional data as long as executive strategic communications.

3.) Be precise and consistent with data retention policies.
Carefully crafted and enforced policies will more often than not be deemed legally defensible causing less legal exposure and dramatically lowering the cost of eDiscovery.

4.) Don't confuse back-up with archiving.
Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky. For example, if a certain business record needs to be saved for seven years, the wrong place to save it is on a backup tape with 65,000 other files.

Avoid the expense and hassle of having too much data by having and enforcing strong policies and using proper tools to maintain independent data archives. We can assist you in identifying best practices and cost effective software tools for your business.

Contact us by July 31st at 410-884-0225 or www.XperCARE**.com to receive a FREE DATA STORAGE AUDIT (normally $597!)**

XPERTECHS Welcomes Summer Intern Bobby Pachauri

Bobby is currently attending University of MD Robert H. Smith School of Business, expecting to graduate in December 2009. Bobby's main concentration at R. H. Smith is Information Systems and Marketing, qualifying him as a perfect match for our business. He seems very energized and enthusiastic about his summer internship; let's see how long his energy bubble lasts! According to him he is ready to "shake IT".

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Answers To Three Strange Questions

<u>Why do we say a couple is "tying the knot" when getting married</u>? The Celts, Hindus, Egyptians, and others once tied the hands of the bride and groom with fancy cloth to symbolize commitment.

<u>Where were birthday candles first used</u>? In the 13th century, German peasants celebrated their kids' birthdays with a candle for each year, plus one to celebrate life. The cake was presented at sunrise, and the candles were kept burning until dinner. Then the child made a wish and blew them out.

<u>Why do we have piggy banks and not doggie banks</u>? According to the trivia goldmine, Straightdope.com, the old English word "pygg" (pronounced pugg) meant a type of clay used in kitchen pottery. As the language evolved, the word started to sound more like pigg, and craftsmen designed pygg pots in the shape of pigs. The rest is history.

From Michael's Desk:

Summer Projects?

I've been asked by customers when is the best time of year to do upgrades. My usual response is to plan a period of time that your business is not running at full speed and you can afford some downtime. For most of our clients this is the summer months and around the Holiday season.

Since we are now entering the summer vacation period, maybe you should consider doing that computer upgrade project before the September crunch begins. If you would like a proposal for an upgrade - contact me now at (410) 884-0225 for our '*Sizzling Summer Discounts.*'

"Who Wants To Win A $25 Starbucks Gift Card?"

Take my monthly Trivia Challenge and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is…drum roll please: Actually no one got it right, sorry, better luck next time. I guess everyone expected it to be something more than 3 weeks because it feels like we wait for years for those traffic lights.

In An Average Life How Much Time Does A Person Spend Waiting At Traffic Lights?

a) 3 Weeks   b) 5 Weeks   c) 9 Weeks   d) 17 Weeks

The answer is "a) 3 Weeks" according to a 1995 U.S. Dept of Transportation Study

Ever flubbed a line to a song only to learn the correct lyric later? Like "Village Cheese is not my lover" (Psst – it's "Billie Jean is not my lover"). The official term for misheard phrases or lyrics is "mondegreen" … **Try matching all 4 of these commonly heard mondegreens with their songs to win a $25 Starbucks Gift Card.**

Mondegreen

1.) **"Another one rides the bus"**
2.) **"But it's better than drinking cologne"**
3.) **"Get your motor runnin'/Dead cat on the highway"**
4.) **"It doesn't make a difference if we're naked or not"**

Song
a.) **Livin on a Prayer – Bon Jovi**
b.) **The Piano Man – Billy Joel**
c.) **Another One Bites The Dust – Queen**
d.) **Born to Be Wild – Steppenwolf**

Please visit our website at www.xpercare.com/trivia to report your answer!

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