XPERTECHS®

Volume II, Issue 6
June, 2009

Inside This Issue…

THE SECRET ROOM AT EVERY INTERNET SERVICE PROVIDER

"I'll be right there. Let me just take care of this user. He's about halfway through a three-hour download."

*X*per*Text*

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

US Airways Emergency Landing Brings New Meaning To The Term "Computer Crash"

It was a cold Thursday morning on January 15, 2009, when Bill Wiley boarded US Airways flight 1549 bound for Charlotte. Wiley was on his way to an important meeting for his employer, Computer Associates.

As you might expect he was diligent about backing up his information. In fact, he used two computers for safety; one for daily use and the other simply as a backup for redundancy. He also kept all his data on thumb drives and rarely carried both laptops at once.

As Bill planned for the meeting the night before his flight, the thought never crossed his mind that carrying both of his laptops could be a problem. After all, what are the odds of both machines failing at once?

Eighteen hours and an emergency landing later, Bill would quickly find the answer to that question when he was quoted as saying "I had no idea how screwed I was about to be."

Even though the machines did not have classic hard drive failures, they were ultimately plunged into the ice cold water in the Hudson River, rendering them useless to their owner. When they were finally dredged up from the bottom of the lake, they were held as "crash evidence" by the federal government. More than three months later, Bill still hasn't recovered his machines or any of the critical 250 megabytes of information stored on them.

Compare Bill's story to that of passenger Paul Jorgensen who also carried his laptop on flight 1549. Immediately after the crash landing, Jorgensen panicked and thought, "I was going to be in pretty deep trouble…my life is in that laptop." Pretty incredible that he's thinking about his laptop when he was just spared his life!

Fortunately for Paul, he backed up his laptop to a "cloud" based service. The crash landing happened on a Thursday, and the following Monday Jorgensen was back up and running again with all of his data, files and favorites intact.

As I read about the passenger experiences on flight 1549, two points jumped right off the page…

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

1. **Hope is not a strategy!** Bill Wiley was *hoping* both laptops wouldn't fail; and for a long time he was right. But the most unbelievable thing happened on January 15th and hope didn't save his data; but smart planning did save Paul's.

2. **Physical redundancy is not enough!** Even though Bill had his data on a thumb drive and a second laptop, everything was destroyed at once; and if you have an onsite backup of your data as the *only* backup, you have the same risk of losing everything to a flood, fire, theft, or natural disaster.

Are You "Hoping" Your Backup Won't Fail You Either?

You are relying on hope if you're using a tape back-up system. Tape drives have an average failure rate of 100%. When was the last time you conducted a trial restore using your current backup? That's the only way to know for certain your backups are working.

You are relying on hope if you don't have your data stored off site. Since your server locations are prone to fire, flooding, and storm damage, it's imperative to have an offsite copy of your data.

You are relying on luck if you don't have a completely automated backup routine that operates without failure. Human error is the #1 cause of data loss; that's why you want to take the human element out of the equation. What if someone forgets to back-up one day? Are your tapes being rotated properly? Automating your backups are the only surefire way to make sure no one forgets.

You are relying on luck if you don't have a way to quickly RESTORE data. Just having the data isn't enough; if you want to really be back up and running fast, you need an "image" of your drive. Let me give you an example: having your data backed up is akin to having an exact replica of all the furniture and personal belongings in your home kept somewhere offsite. If your house burns down, all your stuff is safe. HOWEVER, you would still have to rebuild the house and move everything back in; a task that could take days to complete. Data on your network is no different. If your server is destroyed, you would need to rebuild the server, reinstall all the software and THEN import all the data back. That's a couple of days work! Having an image of your hard drive is like taking a complete snapshot of your entire "house" and replicating it as is.

If you'd like to *move your strategy* from one based on hope and luck **to one based on absolute certainty** contact us for a Free **XperCARE Backup and Disaster (BDR) system audit review** where we will conduct an onsite 29 point review of your backup system to make sure you could quickly be up and running again in the event of a disaster. To claim your XperCARE BDR audit contact us at (410) 884-0225 or www.xpercare.com/backup. Free audits are limited to the first 7 businesses that contact us, so don't delay!

Source Information: Edward C. Baig, USA Today March 30, 2009

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

XperGREEN
Tips for Your Technology

3 Ways Technology Can Help Your Business "Go Green" and Save BIG.

1. Have your network maintained remotely. Thanks to major advances in virtual technologies, we can remotely access your computer network to perform regular maintenance. Not having to drive to our client's offices to perform repairs and maintenance not only means faster support for them, but also a lot less gas burned!

2. Allow employees to work from home. With gas prices soaring (again!) and employees traveling more than ever, the "virtual" office is becoming more of a necessity than a luxury. Some companies are allowing employees to work from home one day a week as a perk, and many company owners enjoy the ability to work after hours and on weekends without having to trudge in to the office.

3. Purchase energy-efficient PCs, servers, copiers and printers, and properly recycle old equipment. Hardware manufacturers are constantly coming out with "greener" alternatives. In some cases, energy use is cut by 25% or more! New high-efficiency printers use far less ink and toner, which means fewer cartridges piling up in landfills.

Call us during the month of June for any service to help you 'Go Green' and we'll take $100 off the bill.

410-884-0225

From Michael's Desk:

Should You Leave Your Computer On At Night Or Turn It Off?

I've been asked by customers whether or not they should leave their computer on all the time or turn it off when they are not using it.

Several years ago I would have told my clients to turn their machines off to save power. But with the proliferation of viruses and threats over the last few years, I have changed my mind.

Today, anti-virus programs and anti-spyware applications need regular updating. These updates are often scheduled to run in the wee hours of the morning when you are not using your computer.

Windows also needs to be updated whenever a new security patch is released. This is usually not daily, but it may happen several times a month. It's important to update your operating system as soon as a patch becomes available because hackers move very quickly to reverse engineer Windows updates. As soon as an update is released, they create a virus specific to that vulnerability and start looking for unprotected machines to infect and invade.

In addition to the above, you should be backing up your data every day, and the best time to do this is at night when you are not using it. So bottom line, leave your computer on all night and restart it two or three times a week to clear the memory.

Is there an article or topic you would like me to comment on? Send it to marketing@xpertechs.com

"Who Else 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…drumroll please: Jason Reck was the first person to correctly answer my quiz question…

What is the busiest day in the majority of restaurants?

a) Christmas   b) Mother's Day   c) New Year's Day   d) Valentine's Day

The answer is "b)" – Mother's Day!

Congratulations Jason you've won a $25 Starbucks Gift Card. Now…let's move on to this month's trivia question for another $25 Starbucks Gift Card.

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

Go to our website and register your answer: **www.xpercare.com/Trivia**

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

Are Your Filing Cabinets Dangerous?

The first time I read about the concept of the "paperless office" I thought it was a brilliant idea that would revolutionize the way we all do business. Yet despite the obvious logic of the idea, I don't know of any office that is truly paperless; as a matter of fact, most are just the opposite, swimming in piles of paper documents.

Maybe it's because most people haven't figured out how to go truly paperless. Or maybe we simply have some deep-rooted human need to touch the documents we use. Whatever the reason, these enormous piles of paper that never get filed, get lost or waste hours of our time moving, sifting, sorting and searching through them adds up to a BIG cost that can be hard to measure.

If you are suffering from 'paper overload,' maybe it's time you considered moving some portion of your paper contracts and files to a paperless document imaging solution. The costs of installing such a system have dropped dramatically over time, and often the hard costs can be easily recouped in a few short months. Here are just a few reasons why you should consider going paperless:

- **Reduce clutter & office space taken up by filing cabinets**
  Once you get the staff into the habit of scanning documents upon receiving them, you can avoid the endless piles of paper around the office and (eventually) get rid of big, bulky filing cabinets that take up space.

- **Save time filing and searching for documents**
  An entire universe of documents can be searched in seconds using simple search criteria, such as a word or number in a document. This means less time wasted in searching through paper files, your office is far more efficient and organized, and you'll be able to respond to customer requests, orders, or questions much faster.

- **Reduce or eliminate missing documents**
  Scanning and filing of documents get them to the right place with few exceptions; that means critical contracts, order forms and files will have much less a chance of getting lost or misplaced.

- **Faster, surefire recovery after physical disaster**
  Electronic documents backed up electronically can be reprinted and saved; **documents lost to fire, water damage, coffee spills, tears or other physical** damage can't ever be recovered.

You can also streamline business processes by adding process flow tags to new, inbound documents. For instance, you could add a "Current Review Status" field, electronic routing list, or even a "Document Expiration Date" field to a document – items that are often managed with yellow sticky notes or small routing slips.

A document management solution is something that every business should at least look into, especially if you're still receiving a lot of paper. Call us at (410) 884-0225 if you'd like to discuss how you could benefit from a Virtual Filing System and learn the various options available for your business.

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