



“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 and put an end to your IT problems finally and forever!”



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“Luck of the IRISH!”



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

Are You Making These Security Mistakes When Surfing The Web?

Recently, we have been inundated with help desk calls from clients who are having trouble with slow running computers, pop-ups and spyware. Does your computer ever run slow, act funny, or crash unexpectedly? Do you get a ton of pop-up ads, even when you are not actively surfing the web? Has your browser been “hijacked” and replaced with another unknown browser? If so, your computer is infected with malicious spyware and viruses that can alter your computer, steal your confidential information, and disable the use of your PC, leaving you without a computer for hours or days while you get it fixed.

And what’s worse –most times once your computer has been hit by these threats, it has to be completely wiped in order to fix it. Unless you have a backup image (a snapshot of everything on the PC, exactly as it is), it will never quite be the same again. You may lose software programs that you downloaded, but don’t have the disk for, your icons won’t be where you remember them, and “little” things like your default printer could be all screwed up. It can be a nightmare.

One big misconception many computer users have about spyware and viruses is that these programs somehow invaded their computer through no action or fault of their own – in most cases, this is simply not true.

Malware, spyware, and viruses are usually a result of some action taken by the user (you or an employee that uses your computer). Remember, cyber criminals are incredibly clever and gain access to your computer via some of the most innocent and common activities you are performing; that is why it SEEMS as though it is your computer’s fault when in reality, YOU are unknowingly giving these hackers and auto-loading devastating programs free access to your computer.

Deadly programs to avoid are free “enhanced” web browsers, screen savers, and just about any “cute” programs you come across that are free to download. Always read the terms and conditions before downloading ANY program to look for clauses that allow them (the software vendor) to install spyware programs on your computer.



Get More Free Tips, Tools, and Services at Our Website:

www.XPERTECHS.com

Shiny New Gadget of the Month



“Arrggg...I forgot my phone!” If you utter this phrase regularly – this month’s shiny gadget can come to your aid.

The ZOMM, a “Best of Innovations” award winner at this year’s Consumer Electronics Show, is a poker-chip sized device that clips on to your keychain or your pant loop and warns you when you’ve stepped away from your phone. Developed by a Mom (who was tired of forgetting her cell phone at restaurants and coffee shops) and her husband (who was no doubt frustrated as well), the device is like a wireless leash for your phone, sending an alert if your cell phone is left behind. And, as soon as your phone is out of range, the ZOMM can answer your calls, too.

In an emergency situation and can’t grab your phone? The ZOMM can also call emergency assistance from anywhere in the world and can sound off a loud panic noise if you want to dissuade a potential attacker.

The device costs about \$80 and will be available sometime in Q2 of 2010 from www.zomm.com.

The downside? People who forget their phones now have to *remember* to wear the ZOMM. Guess the inventors forgot about that.

Unfortunately, installing programs is not the only way a hacker or malware program can access your computer. If you do not have the most up-to-date security patches and virus definitions installed on your computer, hackers can access your PC through a banner ad on the web that you accidentally clicked on or through an e-mail attachment that you opened.

Hackers have also figured out ways to install malicious programs on your computer via your IE web browser, **EVEN IF YOU DIDN’T CLICK ON ANYTHING OR DOWNLOAD A PROGRAM**. Microsoft is constantly providing “patches” to their operating system software, and all it takes is one missed update to leave you completely vulnerable.

That’s why it’s so important to have someone in charge of updating your computers and server DAILY. An innocent web search by an employee can end up bringing on a host of viruses, hacker invasions, or other evil attacks that end up costing you hundreds or thousands in lost wages and repair costs. The best way to make sure you’re protected is to enroll in a 24/7 maintenance and monitoring plan, like our XperCARE Proactive IT Managed Service. With a service like that, you get the latest patches and updates automatically plus a knowledgeable IT staff to resolve anything the updates missed.

Protect Your Computer From Viruses, Hackers, and Malicious Spyware; FREE REPORT titled:

“How To Keep Your Computer Safe From Crippling Pop Ups, Viruses, Spyware, & Spam, While Avoiding Expensive Computer Repair Bills”

Download it FREE now at:

www.xpertechs.com/freereport



You’re invited to join us for a “FREE Lunch-and-Learn Webinar”

XPERTECHS will reveal how a technology refresh with Microsoft Office 2010 can save money, improve service levels and reduce costs. Our experts; Michael, Slade and Thomas will address the many questions that our clients and colleagues have about upgrading to Microsoft Office 2010!

When: Wednesday, March 24th

Session Time: 12:00 PM

Where: The Comfort of Your Own Office; Join us Via the Web!

Space is limited to the first 15 people who sign up.

NO EXCEPTIONS.

Lunch coupon will be provided!

Call: (410) 884-0225

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Is Google Going Away?

Erik Qualman thinks so. In his book, "Socialnomics" and in a viral video on YouTube, Qualman demonstrates what he calls the "social media revo-lution" and explains why search engines, like the one provided by Google, will one day be unnecessary.

Qualman says that soon we will no longer have to search for the products and services we want - those products and services will use social media, like Facebook, to find us.

The news has already done this. Log on to any website, turn on any TV station, listen to any radio station, and at some point you'll hear the news, even if you weren't tuning in for it. Qualman believes that, like the news, the products and services we want will now be right there in front of us, without us having to do the research. Social media will allow companies to learn far more about their prospects and customers than ever before, and give them insight into what they need to deliver.

Of the 100 million users of Facebook, 34% post opinions about products and brands. If you use Google to search some of the largest brands in the US right now, you'll see that 25% of the time the top 20 results are all user-generated content from social media-type sites. In other words, good or bad, your customers and prospects are posting their opinions about your company. And those rankings are becoming much more important than how Google ranks you.



From Michael's Desk

WOW!!! Two months gone already and what a month February was!

Between record back-to-back snow storms, our best month ever for signing up new XperCARE Managed Services clients, and finally, the hiring of a new Managed Services Engineer. And then comes March when we are implementing our MS toolkit major upgrade, announcing new XperCARE services, adding a new Project Manager, and celebrating our 22nd year of business. Somehow it just keeps coming at me full speed and all I can do is get out of the way and let it roll.

If your business is experiencing growth and you haven't spent the time to put a technology plan in place the time is NOW! Give me a call - our "Virtual CIO" can assist you in developing and implementing that plan so that you don't get caught with the steam roller coming at you and nowhere to run.

So for now-- Keep pushing forward, enjoy the fresh look of spring, and remember to make technology a business asset.

Client Spotlight Weinstock Friedman & Friedman

Weinstock, Friedman & Friedman, P.A. (WF&F) is a full-service law firm, including departmental concentration in commercial and retail collection, bankruptcy matters, general litigation, personal injury, criminal and family law.

WF&F has been a client of our since the year 2000. We have provided "break/fix" and "project" work on a regular basis. Over those years we earned our position as "Trusted Advisor" and have provided a high level of IT Support.

Recently, WF&F made the decision to move to the next level and committed to our XperCARE Proactive IT Managed Services offering. We will be responsible for 10 servers and 100 users. Our fixed monthly fee XperCARE service provides WF&F with a robust IT environment with Predictable Performance for a Predictable Price and Peace of Mind.

Isn't it time you considered XperCARE?



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