



“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!”  
 - Michael Mellott, XPERTECHS

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**Inside This Issue...**

New Way To Eliminate Computer Hassles & Save Money.....Page 1

A Phone For The Business Owner Who Likes To “Look ‘Em In The Eye”.....Page 2

How To Save \$20-\$30 Every Time You Buy A New Cell Phone. ....Page 2

Win a **\$50 American Express Gift Card!!**.....Page 3

How To Reduce The Amount Of Time You Spend On Facebook .....Page 4



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

**STOP! Don’t Upgrade Your Server Until You Read THIS**

A new breakthrough in technology may change the way you think about traditional computer networks. It’s called “Cloud Computing” and could save your business quite a bit of money on software, hardware, upgrades and services. Here’s how it works...

Instead of purchasing hardware and software to be hosted at your office, cloud computing puts your programs and data on a highly secure “super server” (also called a data center) online. These servers have huge amounts of storage space and power that no small business could ever fully utilize. The data center then “rents” a portion of the space, power and software licenses to multiple businesses, giving you top of the line resources at a fraction of the cost. All you need is an Internet connection and you’re in business.

This is not a new concept and companies like SalesForce, Gmail, Google Apps, Constant Contact, and many other online applications have been offering their services this way for years – and because it’s so much more economical than installing, hosting and supporting a network in-house, the concept is catching on fast. Still skeptical?

Here are 9 reasons why this concept is catching on FAST with small to medium business owners, and why you might consider it too:

- 1. You have an INSTANT virtual office.** Cloud computing allows you or your employees to access and work from any secure PC, laptop or device. If you have employees that travel, are in remote locations or who need or want to work from home, this is an ideal solution.
- 2. You’ll save hard dollars on software, hardware and support.** First, you won’t have to purchase, install or maintain servers or other network equipment. You also won’t need “super computers” to run the software, allowing you to purchase lesser-expensive laptops and PCs. Second, the software will be cheaper as well because you are renting it instead of purchasing it. Finally, IT maintenance and support costs will drop because the server is being maintained by the hosting company, not you.

*Continued on pg. 2*



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## Shiny New Gadget of the Month



### *Asus Videophone Touch*

It's the next generation of mobile phone: The mobile video phone.

For the busy entrepreneur on the go this device could mean more face-to-face meetings and a more personalized conference call experience without being confined to the office.

In addition, the device may even contribute to better communication with staff, vendors, and clients since the video aspect allows you to see and react to both verbal and NON-verbal cues.

The Asus Videophone Touch AiGuru SV1T, as it's called, is certified to work over Skype, an Internet calling service that provides free or inexpensive calls all around the world.

About the same size as a small hardcover book, the device is easy to carry and sports a 7-inch screen.

Set-up is easy too. Just turn on the Asus AiGuru SV1, set the date and time, and let it search for wireless connections in the area.

Typically, it can find an available wireless network within seconds and connect right away. Once it's connected to the Internet, you simply sign in with your Skype user name and password, and call away.

Continued from pg. 1

**3. Less Downtime and Problems.** Software in the cloud runs on extremely fast and reliable systems that include some form of redundancy. What that means is if one server or component stops working, another server or component will instantly take over without you even realizing something happened. Compare that to your own server going down; until you get it fixed, you're unable to work.

**4. Automatic Disaster Recovery.** If we've said it once, we've said it 100 times; make sure you back up your data. But when your data is hosted in the cloud, the backup is done automatically for you. Since your software and data reside on an offsite server in a data center, you already have a way to access it even if you couldn't get into the office.

**5. Less Expensive To Scale Your Network Up Or Down.** If you start to run out of space on your local office computer or server, you'll need to purchase an additional hard drive and pay for the installation. In a cloud computing environment, you just pay for the amount you need and increase your storage plan when necessary. And if you want to scale BACK, you can do that without penalty

**6. Hassle-Free Software.** If you've ever had to search for software disks you know what a pain it can be. With cloud computing, all your software is loaded on a server in a datacenter and then shared over the Internet. There are no software disks to manage, organize or file.

**7. Environmentally Friendly.** Because resources are shared, cloud computing uses significantly less power. You also won't have to upgrade your hardware as often, which means fewer PCs, laptops and other components piling up in landfills.

**8. No More Expensive Software Upgrades.** Networks in the cloud benefit from automatic software upgrades; best of all, they are done FOR you. When a software upgrade is needed, only the server "in the cloud" gets loaded up with the most up-to-date software versions. Then each computer accesses this software via the Internet.

**9. Reduced Maintenance.** When your software is in the cloud, patches are automatically applied, meaning fewer reboots and downtime for maintenance. It's all taken care of for you.

## Coming Soon:

### Interchangeable Cell Phone Chargers

When it's time to upgrade your cell phone, there's a cost you probably don't think about until it's time to pay the bill: the charger. Sure, your new purchase comes with a wall charger. But if you want to charge your phone in the car, that old one you have just won't work.

Fortunately, all that is about to change. Seventeen wireless handset manufacturers have agreed to make interchangeable chargers that will work for the majority of new cell phones, according to USA Today. This is expected to take place by 2012. Hur-ray! One less expense at the cell phone store!



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## A Note From Pam's Desk ...

Pam Mooney, Marketing Manager

We have arrived home from Nashville following our annual technology marketing boot camp feeling energized! The boot camp was packed with great speakers, rich material and valuable strategies, and will prove, without a doubt, to be most beneficial in serving our clients and taking their technology to the next level!

By far, one of the best things that I took away from my boot camp experience was the amount of networking that we were able to do with other IT business owners and marketing managers from all over the country. There is no other experience quite the same as being able to compare results, and bounce ideas off of other business people in the industry while in person at a conference such as this one.

We have come home ready to put these new ideas, contacts and proven resources to work for you, and we could think of no better way to share our excitement and services than by offering you a **FREE gift!!**

We love nothing more than receiving referrals from our loyal clients and friends, and we would like you to receive something from us in return!

### Do you know someone who could benefit from our services, or use our help??

Refer a new client to us by May 28th and we will send you a **FREE 22" LCD monitor** (an over \$250 value!) when they sign up for one of our services!!



**Win-Win Scenario!** Everyone wins here; you will receive an awesome 22" LCD monitor and the person that you refer gets to "try before they buy" with our network audit, as well as get to know one of our experienced and reliable technicians, and receive their undivided attention! Make sure to tell your friends to mention your name when they call so that we can send you the gift if they become a client. We will be sure that your referral gets the [FREE Network Audit & Analysis](#) just for mentioning your name.

**Who makes a good referral?** Any business owner or associate that you know who has 10 or more PCs would be the perfect referral for us. **No gimmicks here.** We vow to never sell any information that you give us about yourself or your friends, and we will not bother them with random sales calls, or send a salesman to harass them during their work day.

**Please remember ...** that we do not service home users due to our ongoing commitment to outstanding service to our clients, and businesses just like yours. We focus on small to medium business computing and the challenges that your every day users encounter. Our XperCARE Proactive Managed IT Service clients also receive preferential treatment.

**What if the referral doesn't become a client of ours?** No worries; we understand that our business is not the right fit for everyone, and we are willing to go the extra mile for you! If you send us three referrals with 10 or more PCs, and none of them become clients, we will still reward you with a **\$50 American Express gift card** just for your hard work!!



**Call or email us TODAY and refer your friends to a trustworthy and experienced technology support company.**

Just think, you could be pocketing some extra cash, and donating your old monitor at this time next month!

Email Pam at: [marketing@xpertechs.com](mailto:marketing@xpertechs.com) or call (410) 884-0225



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### 3 Turnkey Ways To Learn More About Your Customers

These days, getting up-to-date information from your contacts isn't easy. On top of managing your e-mail and phone calls, now you have to check Facebook, Twitter, My Space, *and* Linked-In just to make sure you don't miss something. It's enough to make your head spin.

But Microsoft Outlook may have the solution. Outlook Social Connector (OSC), a recent add-on to Outlook, puts all your social media communications and emails in one place, eliminating the need to check multiple sites for the info you need.

Both avid fans and rare users of social media will likely find the new OSC tool to be a big time saver. Here are 3 reasons why:

**1) Communication History.** Can't remember the last time you e-mailed someone? Looking for an attachment referenced in an e-mail? Your mailbox is searched and recent messages, as well as a list of attachments you've exchanged with that person, appear. A quick look at the OSC reveals the last time you received an email from them, and one click opens it up.

**2) Updated Contact Info.** In real time, your OSC will go out to social networks and let you know what your colleagues and friends are up to. If your contacts update their profile or change their status, OSC will tell you that too.

**3) Adding New Contacts.** With a simple click, you can request to be someone's friend or colleague on any social network and OSC will add them to your contact list.

### 5 Critical Characteristics You Should Demand From Your Computer Repair Guy or Shop

**1. Demand that they have multiple technicians on staff.** If you rely on a "one-man-band" operation, you might find yourself without any help when they go on vacation, get sick, or when they are simply too busy servicing other customers. Having multiple technicians on staff is not a guarantee of fast, reliable service, but you are far more likely to have someone to talk to when you have a problem.

Another reason you want a shop that has multiple technicians is because no one computer guy—no matter how good—has infinite knowledge about every type of software, hardware, and platform. Multiple technicians mean multiple skill sets and a higher likelihood that your computer problem will get resolved faster.

**2. Demand someone who has a long-standing reputation.** Let's face it; there are a lot of other computer repair technicians out there, but most are new or just getting started. You want to make sure you avoid hiring a fly-by-night technician between jobs that sets up shop one day, and is out of business within a month or a year. Only deal with computer technicians and repair shops that have a proven track record in your area. XPERTECHS has been servicing customers in the Baltimore Washington corridor for over 22 years now.

**3. Demand that they have specific knowledge or expertise on solving your particular problem.** Do NOT let someone practice on your machine. If they have not worked on your problem before, they should TELL you that in advance. There is too much risk involved financially and in your data and equipment.

**4. Demand that your technician backs up your system BEFORE working on it.** This is just common sense. Don't let them touch your machine before your entire system is securely backed up just in case something goes wrong.

**5. Demand that your machine comes back with the same settings, look, preferences, and applications that you had on it prior to the work.** There are a lot of second-rate shops with inexperienced technicians who will end up causing you more problems than you bargained for. Very frequently, these inexperienced technicians will recommend that you wipe out your hard drive and re-install Windows to fix a problem. This means you lose all of your settings and preferences, as well as losing all of the software programs you have installed. This should ONLY be done as a last resort.

**WARNING:** In addition to wiping out your hard drive, some of these shops will put illegal software on your machine using a stolen license. Not only is this illegal and putting you in a position to get fined, but most illegal software (especially Microsoft's) is locked, which means you cannot download and update critical security patches. This leaves you unable to update your machine and protect it from deadly viruses, worms, and hackers.



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