



# microTECH Times

Covered I.T. 24/7—Never Worry Again!



## Why Are Cheap Computers So Expensive And How Can I Find What I Really Need?

*Do you take a coffee break when you login each morning? Are you tired of trying to push past error messages just to get through your workday? Have you seen the dreaded blue screen of death a few too many times? Then it may just be time for a new computer. Don't buy a cheap replacement just to get by, it may cost you a lot more in the long run.*

**Cheap vs. inexpensive.** Did you know that cheap and inexpensive are truly two different things? Cheap generally denotes an item that is of low quality and inexpensive, but not all inexpensive items are low quality goods. I'm sure you've noticed the quality of goods at Wal-Mart versus a standard retailer. You can go with cheap products for everything these days from toilet paper to clothing, toys or even electronics. Big box retailers are ready to take your money no matter what you choose. So, how can you ensure you are getting a good quality product at a reasonable price?

**Sometimes cheap, just isn't quite enough.** We've seen it time and time again. As a matter of fact, recently, a company was looking to upgrade their laptops for their teams now working at home. So, when they received the quote for the new computers from their IT guy, they took that quote online to comparison shop. They pur-

chased a half dozen cheap laptops from an online retailer thinking they were saving a bundle of money. The specs were close, isn't that good enough? The real questions are, will these laptops last? Can they support the needs of your staff? Are they durable for travel and daily life? How long will they really last? Are they compatible with everything you need?

### Why are cheap computers so expensive?

Because they come with excess baggage. Generally, supporting cheaper computers is more difficult. The warranties don't cover as much as you would expect, which means more work for your IT department to bring your workstation back to life when there is an issue. Maintaining a consistent environment allows your support team to keep your network safe more efficiently. Having a standard computer for your workforce can reduce costs when considering upgrades and replacement parts as well as streamline support since a problem on one workstation can be addressed for everyone upon discovery.

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### In IT To Win It

Tired of struggling to gather data for your recent project? Sick of worrying about your backups? Worried about e-mail filtering or employee monitoring? Give us a call.

We are in IT to help your business manage the technology you need in these trying times.

So, if you need help accessing your data, putting a new solution in place or just beefing up your security, we're here to help.

### Gain A Competitive Edge

*In a worldwide virtual marketplace, it's difficult to compete in certain areas like price, labor and materials. Here's a little secret that can help you stand out: offer outstanding customer service!*

### Crazy call centers.

Have you ever tried to call a large company like Microsoft or Expedia and spent hours on the phone for a small change? Can you honestly say you enjoyed speaking with the representative who helped you? In most cases, I find myself shuffled around from department to department until they document enough notes about how frustrated I am and finally find a supervisor to handle my case. It is just enraging to explain your story a dozen times before someone actually does something productive to resolve the issue.

### An excellent customer experience is a profitable push.

People hate being put through seemingly endless automated menus. Having a live knowledgeable person to an-

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## Why Are Cheap Computers So Expensive...

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### **Assess your tech needs upfront.**

Take a minute to evaluate the essentials you need to do your job, period. Do you need a desktop or laptop? Are you looking for increased speeds? More room for storage? Better quality graphics or compatibility? Write down the top five items for a wish list and evaluate the features necessary in a new computer that will meet your needs.

**Desktop or laptop?** If you just need a steady workstation and you don't travel often, think about a good quality desktop computer. Desktop computers are easier to keep cool because they have more room for hefty fans, this will add to the longevity of the workstation and help maintain the performance of your computer. In addition, tower computers are more pliable, you can easily change parts or upgrade components to keep your machine updated. If you are searching for a perfect all-purposes device you can use on the go, consider a high quality laptop that can handle the programs you need at a speed that won't slow you down.

**Durability and support.** Basics of economics will prove durable goods generally come with a little higher price tag. Look for a computer that offers you a longer lifetime, something fast and durable. We recommend computers with a solid state drive. This type of hard drive will be much more responsive for the operating system and your software. Solid state drives load faster because the drive responds quicker. You will find that you spend less time waiting for your programs to load and more time productively working. A little added

durability will also keep you working more often, reducing the amount of hardware failure over the lifetime of the computer. This will ultimately save you valuable time and money over the years.

### **Keep your eye on the warranty.**

One clear benefit hiding in some of the more pricy laptops is a better long-term warranty. Dell and Lenovo for example, include a one to three-year warranty that protects you against defects even if you upgrade your laptop components. Dell and HP will throw in their extended three-year warranty to butter you up, but these are generally additions to the higher-end product lines. However, they are well worth the investment.

### **What vendor will you call when you need warranty or manufacturer support?**

Is your IT provider a partner for the manufacturer you choose? Or will you be stuck calling into a public support queue with no escape from the elevator music? The partner relationships your IT provider nourishes with vendors like Dell, HP and Lennovo allow them to skip the line in the support queues. They are not waiting behind every Grandma Mary or Uncle Joe who needs to have their laptop examined.

**Our best advice.** Evaluate what you need and invest in a scalable higher-end economical solution that won't be an expensive headache later. Interested in purchasing a new computer? Give us a call and we will conduct a Network Assessment to identify solutions to fit your specific business.

**Network Assessment  
Micro Enterprises LLC**

**877-540-6789**

## Motivate Your Remote Teams

*Everyone is working remotely these days, but that doesn't mean that they will do a good job. Here are a few great tips to keep your team motivated in these remote times.*

### **Challenge them.**

James DeJulio, president of Tongal and an expert on managing remote workers, says the key is to provide challenge and fun. Writing in Inc.com, he says remote people like to work whenever they want to. That's why it's important to set deadlines and structure their work.

### **Let them know you care.**

Hire a remote worker who is motivated by developing a new product, fixing a problem or changing the way things are getting done. Let them know how much their work adds value to the company and how much you appreciate their time.

### **Provide great tools.**

Working remotely is difficult without great tools to connect with clients, communicate with teammates, and complete daily activities. Provide the tools your staff needs to be successful to create a foundation for them to exceed your expectations. The right tools can increase motivation and efficiency.

## Refer A Friend

*We thrive on serving loyal customers and friends just like you!* Do you have a friend with 5 or more computers who could use our services? Give us a call today.

**To refer a friend, give us a call today 877-540-6789**





## Gain A Competitive Edge...

(Continued from page 1)  
 Answer your company phone calls can mean the difference between a prospect becoming a new client or just moving on in their search.

### Time is money!

Everyone is busy in their own way and no one wants to wait. Listen to customers. Customers must feel important and appreciated or they will leave. They are very sensitive to whether we care about them or just see them as dollar signs.

**Be sincere** and thank them every time you get a chance. "Kill them with kindness," my momma always said. Look for ways to say "yes", comply with any reasonable request, and make sure that *everything* promised is done. Always follow through and follow-up to ensure clients see you truly care.

**Don't be afraid to fall on your sword** for something that's gone wrong. If you make a mistake, fess up. Show your customers that you're human, but be sure to tell them what you are going to do to avoid similar issues in the future. Don't sweep things under the rug or try to buy their loyalty. Customers must always feel that they are appreciated and that their business is im-

## Covid Caused Revenue To Plummet, But We're On The Way Up!

*Year over year, revenues of small businesses have plummeted over 50% in 2020 according to the new Small Business Financial Health Survey by Biz2Credit. What's next?*

**Caught up by Covid.** Many business owners are seriously impacted by Covid regulations. Revenue and payroll expenses have dropped off by over 50%. However, the savings in payroll money isn't proportionate to the lost revenue. Everyone has suffered in some way.

**Community.** During these stress filled times, our communities truly came together to support our healthcare workers and small business with meals, purchases and tips. However, many of the donors have now fallen away. Our communities are again facing challenging times with the restrictions still in place as well as the growing number of pro-

tests and riots across the country. But, there is hope! Employment levels are on the rise again.

### Growth heated up over the summer.

Between June and August, the U.S. saw record breaking numbers in increases for payroll spending. Reuters reports that 9.3 million jobs have already been recovered this summer.

**Lesson learned.** Initially, testimonials from our clients indicated hesitations about working 100% at home. Now, some are finding they truly don't need as much of a brick and mortar environments they used last year. Many people, thrown into the fire of working at home, have adapted quite well and may continue working from home even after the restrictions are lifted. This new trend could keep expenses down as revenues rise though the end of the year.

## Twitter Hack Highlights Underground Trade In Handles

*In mid-July, hackers rocked the Internet by taking over accounts of high-profile Twitter figures and using the accounts for a bitcoin scam, among other things.*

**More than 383 people sent bitcoin, snagging more than \$100,000 for the hackers.** Accounts from Joe Biden, Amazon CEO Jeff Bezos, President Barak Obama, Tesla CEO Elon Musk, former New York Mayor Michael Bloomberg, and investment mogul Warren Buffet all announced that they were going to double any bitcoin donations sent to them. Over 383 people fell for it and lost over \$100,000. But the hack shed light on an illegal underground commerce: Stealing, buying and selling short-character Twitter account names.

**According to Krebs On Security,** these short handles are called OG (Original Gangster) accounts and owning one means status in underground communities. Certain Twitter handles can be worth thousands of dollars. The Twitter handles are stolen by taking control of the account, changing the email address, then contacting a middleman who resells the handle.

**SIM swapping** is among the many activities in these underground communities. Swapping SIMS is actually a common, legal act. When you get a new phone, you swap SIMS via your telephone company to make your old number work on the new phone. But it can also be done illegally by fraud, bribery, hacking, or relentless attacks on telecom employees. Hackers often do this to steal information, use hijacked phones to access bank accounts or bitcoin, or other malicious activities. According to The New York Times and Krebs, known SIM swappers may well have been involved in the Twitter attack. We shall see.



***“We make all of your computer problems go away without adding additional full-time I.T. staff!”***

Ask about our fixed price service agreements — Computer support at a flat monthly fee you can budget for, just like payroll!

## Inquiring Minds...

### **Small Businesses Respond To The Covid Crisis**

So, now what? Their stores closed. The offices vacant. Their income limited. Small business had to answer the question of what they can do right now. And, for the most part, they did.

**About 92% of small business owners reinvented themselves**, according to Small Biz Trends. Digital technology was the answer for many small businesses.

- ∅ 58% created new online delivery channels.
- ∅ 40% created a new virtual service.
- ∅ 36% made a new offline delivery channel.
- ∅ 31% created a new product.
- ∅ 19% worked for a new customer group.

Most businesses selling unique goods and services could have had a website presence and virtual business opportunities, but many owners were too busy to make it happen before the coronavirus crisis hit. When lockdowns happened, they had to set those up.



### **Virtual services are not just for schools.**

Trainers, coaches, chefs, accountants, and even suppliers all have tried to involve local customers in a more virtual setting. While they might find new customers, the same services also find they compete with existing businesses online quite well.

### **For some, new products have helped too.**

Some manufacturers began making the things most in demand: masks and sanitizers, for example. Breweries even started to

make sanitizers as well. Pillow companies added masks and medical scrubs to their product lines. Quickly adapting to new trends that were easily added to production or service offerings has truly kept businesses rolling throughout 2020.

### **51% of businesses that did a pivot say they have increased business against forecasts.**

But small businesses are still facing issues with skills and staffing for the new skill sets, as well as a lack of money. While investing additional funds back into your business may be a struggle, it can be rewarding. New online delivery channels, virtual services, offline delivery channels, products and target audiences will help your business grow through these trying times.



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## Backup Relief

Have you retrieved a file from your backup lately?

Is everything you need really in there?

If you cannot answer confidently, check your backups now!

Backups are only good if you can actually recover the data you need when you need it. Give us a call today for your Backup and Recovery Assessment. We will review your current backup solution and craft a backup and recovery solution that meets all of your company's needs.

**Micro Enterprises LLC • 877-540-6789**