Tech Tidbits

Valentine's Day Basics

While the roots of this loving holiday are likely a combination of intermingled historical events and folklores, Valentine's Day has become an extremely popular holiday around the world.

Did you know, the oldest Valentine's Day card in existence dates back to the 1400's and is kept to this day in a British museum? In fact, Valentine greetings were popular as far back as the Middle Ages.

These days, there are over 190 million Valentine's Day cards exchanged annually. So, don't miss out on this enchanting holiday. Give someone special in your life a gift to let them know you care.

Short on ideas? Search online. The Internet is full of excellent gift ideas, cards, recipes, getaway spots, and dinner nooks that will undoubtedly set the tone for your special someone.

Could Windows Small Business Server 2008 be a perfect match for your business?

Take a look at these 7 reasons why an SBS solution may be a great fit for your company's needs.

There never seems to be enough time or resources when you're running a business and you feel married to your work. Fortunately, a Windows Small Business Server can help.

Windows Small Business Server 2008 (SBS) is an award-winning server solution designed for businesses to help protect their data and connect with customers like never before.

SBS provides small businesses with many of the features used by large companies like company e-mail, Internet, internal websites, remote access, support for mobile devices, file and print sharing, as well as backup and restore functions—all in one affordable, integrated solution.

7 reasons SBS could be a perfect match for your business.
Let it be known, a SBS is a commitment, not a one night stand. You cannot just test it for a few days and accurately gauge the impact of such a change on your company. Take a look at these seven reasons why you may find a SBS to be a perfect fit for your needs and what to expect when you purchase one of these fantastic servers.

1. ***Two heads are better than one!*** SBS takes the guesswork out of e-mail, calendaring, and software. Everyone in your company will have what they need, at their fingertips, when they need it. There is no excuse not to work as one cohesive unit.

2. ***Businesses rely on crystal clear communications.*** With a Windows Small Business Server, you have access to contacts, appointments, and files from any computer with Internet or even your mobile device. This way, you can communicate clearly with the facts you need to respond in a timely and accurate fashion.

3. ***SBS is by your side like a shield of protection.*** Your business is a valuable asset. As a matter of fact, 77% of people use their own money or family assets for business startup funding (US Census Bureau, 2006.) A Small Business Server can help you protect your business from data loss by backing up your information on your network and enabling you to retrieve files with ease even if they are accidently deleted.

Bogus testimonials and phony reviews are banned

The Federal Trade Commission (FTC) finally finished their long-anticipated revision of the parameters around how businesses use consumer testimonials and celebrity endorsements to promote their company, products, and services.

How are the requirements different?
The changes implemented last quarter transform the requirements for advertising with regard to the use of testimonials from consumers, endorsers, and sponsors. Their goal is to keep deceptive advertisements from misleading consumers and causing injury that could have been avoided.

Who is affected?
Everyone. These guidelines not only govern print media, but also apply to Internet marketing messages too. It is a relief to see online advertising included in these changes as it has lacked

Windows tips!

- *Toggle between applications,* just press *Alt* and *Tab* to select a program.

- *Need something?* Just type it out! Don't try to read every short-cut on your desktop, just *press the Windows key and type the file name* and Windows will find it for you. Then hit *enter* to open the file or program.

- *Special characters...* Press the *Windows key,* type *character map,* and press *enter*. Then you can copy and paste any character you need from the map.

- *Lock up your workstation!* When you step away from your computer, press the *Windows key and L* to lock your computer.

- *Browse* without leaving the keyboard. *Press the Windows key and E* to open a Internet Explorer.

Windows Small Business Server, a perfect match...

4. ***Windows SBS 2008 offers the latest in update technology.*** Minimize downtime and ensure your network's health by keeping your computers and server current. In combination with our monitoring agreement, a Small Business Server gives your company the support you need to keep your systems up-to-date and running smoothly 24/7/365.

5. ***A blanket of security you will cherish.*** Windows Small Business Server (2008) also offers anti-spam and anti-virus technologies to protect your company information and intellectual property from hungry attackers.

6. ***SBS is with you through sickness and health.*** Inevitably, your company will fall victim to an infection or compromise at some point. With a SBS and a managed service agreement, our technicians can remote into your server or computers to combat the infection immediately. You can be rest assured the assistance you need is available when you need it most.

7. ***Ready, set, grow!*** Think about it for a second, if your company was able to streamline the day-to-day business processes and improve efficiency, could you grow your business? Yes! Even in our depressed economy, many businesses are still stable, even thriving. Simplify communications and share information with one easy tool, a Small Business Server.

Doesn't your business deserve the best? Give your company the upper hand in this cutthroat economy, virtually eliminate downtime, and increase efficiency with just one purchase. A SBS could be just the solution you have been waiting for! Many businesses thrive on cutting-edge software solutions that just aren't fully compatible with other types of servers. The Windows Small Business Server design gives you the flexibility and scalability you need to grow and thrive.

The icing on the cake... Couple your SBS purchase with one of our hassle-free service agreements and you could be riding on easy street. We will take the helm with regards to your server installation, configuration, monitoring, and updates. This service also includes technical support for your business that is invaluable when disaster strikes.

In addition, our managed service agreements are structured with a fixed monthly fee you can budget for just like an insurance policy, instead of nickel and diming you in your hour of need. We focus on preventative measures to protect your business from costly downtime and head off dangers before it surfaces, negatively impacting your business.

Do you have questions about a SBS or our managed service agreements? Give us a call today!

Laptop woes got you down? Kiss your worries goodbye!

Have you considered bolting your laptop to a secure object? Don't worry, you are not alone. According to Symantic, a laptop is stolen every 53 seconds in the U.S.

Sure, physically losing your laptop isn't big deal, it can be easily replaced. Your main concern should be the data stored inside, like private financial information, confidential company files, or even priceless photos, that you may not be able to recover.

Encryption tools. Most people believe that password protection will keep thieves at bay, but it just isn't enough these days. Versions of Windows 7 and Windows Vista have encryption built-in. You can encrypt your corporate and private files and prevent thieves from accessing your information.

Backup your data and go. How long would it take you to recreate your laptop if it was lost, stolen, or broken? Do you have that kind of time and money? Even something as simple as online backup with Mozy.com or backing up to an external drive, may be a lifesaver if tragedy strikes.

Family fun fumbles. Does your laptop double as the family computer at times? We at One Tech, LLC advises against this practice, but if you do, consider using award-winning KidZui which allows you to create a custom atmosphere for your school age child to safely browse the web outside of your work connections.

Document management system delights

In our fast paced technological world, accessing and managing information effectively and efficiently is key when streamlining processes and increasing productivity.

Many organizations today rely heavily on a massive volume of critical data that is constantly updated by multiple users. It is important to have an effective solution that gives you the flexibility you need with the security you require.

Tired of fumbling files, then it's time to setup a document management system (DMS) to help you store, track, retrieve, and manage documents electronically. While DMS's are not new, they are still overlooked as an operable and advantageous solution by many small and medium-sized business owners looking to cut costs.

Save time and money! Take a look at these shocking statistics uncovered by Coopers & Lybrand in a recent study;

♦ 70% of "white-collar" worker time is spent processing paper documents.

♦ 30% of paper documents used daily contain obsolete information.

♦ 15% of all paper documents are misfiled or misplaced.

♦ Most businesses do not have a backup of their paper documents, and would be out of business in the event of a natural or other disaster.

If you would like to explore a DMS option for your company and go paperless, give us a call today. We can work with you to implement a new system and maintain it with a service agreement.

Bogus testimonials and phony reviews...

transparency and truth-in-advertising regulation up until now.

Truth-in-advertising, the new standard.
Advertisements must be truthful and non-deceptive. Advertisers are now required to gather and retain evidence to back up any claims reported in advertisements, and advertisements cannot be unfair to consumers.

What is considered deceptive or unfair?
According to the FTC's Deception Policy Statement, an advertisement is considered deceptive if it includes or omits information that will misguide consumers when making a decision to purchase or use a specific product or service.
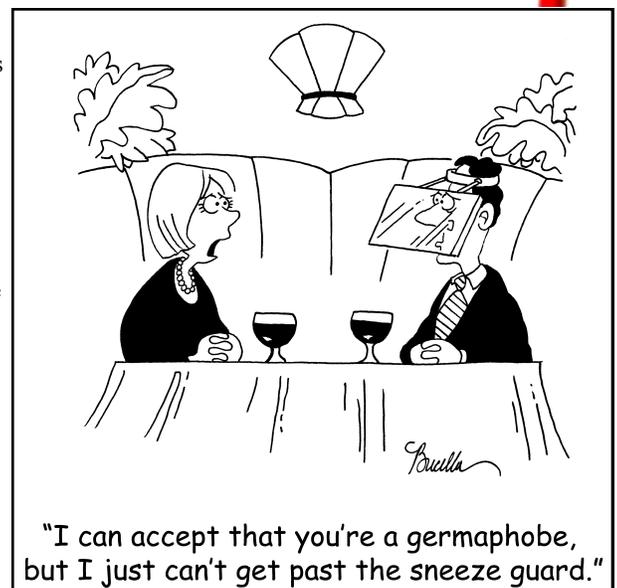
According to the FTC's Unfairness Policy Statement, advertisements or business practices are considered unfair if they could cause or actually cause injury to a consumer that the customer could not avoid, and it outweighs the benefits to the consumer.

It boils down to accountability...
As you can see by the definitions above, these new regulations will hold advertisers accountable for their claims. Advertisements online and in print that include consumer testimonials about a product or service cannot simply flash a "results are not typical" disclaimer to wiggle out of consumer com-

plaints. In addition, connections between advertisers and endorsers or sponsors must be disclosed including payments or free products provided by the advertisers. That way, consumers can see the connection between the company offering the product or service and the advertisers spreading the word. These rules require companies to take a more transparent and honest approach to marketing as a whole.

The FTC's stance.
While many advertisers are disheartened by the changes and believe the new rules will take the pep out of advertising leaving consumers with monotonous messages, consumers can rest assured that they will have all the details necessary to make informed decisions. Richard Cleland, assistant director of the FTC's Division of Advertising Practice said,

"We think that part of the problem with the hype and the punch lines and all of that is that it misleads consumers… and we recognize that consumers have to have certain truthful and non-misleading information in order to make good decisions. And that's all we've asked for."

"I can accept that you're a germaphobe, but I just can't get past the sneeze guard."

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Happy Valentine's Day!

Check out our new website! We've updated our look and have great content to better serve you.

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Inquiring Minds...

Synchronize your bookmarks and simplify browsing.

Do you constantly find yourself bookmarking the same site over and over so your work computer, laptop, and home computer all have the site available when you need it? Then take a peek at Xmarks, formerly known as Foxmarks, now available for Internet Explorer and Safari too. This handy add-on allows you to share your bookmarks between computers and browsers. That's right, even between browsers! You can use Firefox at work, Internet Explorer on your laptop, and Safari on your Mac at home with uniform bookmarks you only have to set once. Xmarks helps synchronize your bookmarks so they are available when you want them, where you need them and organized in the order you choose.

You can even customize your experience with separate bookmarks for your work and home environments. Xmarks is equipped with profile settings so you can specify which bookmarks should be available in each situation. In addition, Xmarks automatically updates your bookmarks when you rearrange them so you have the same order on each machine.

While Foxmarks software has been around since 2006 linking bookmarks for Firefox lovers, Xmarks opens up this fantastic tool for Internet Explorer and Safari lovers too. According to PC World's Rick Broida,

"...This is a must-have tool for anyone who runs multiple PCs (and/or Macs) and wants to keep a consistent, automatically updated set of bookmarks on all of them."

What are you waiting for, visit *www.xmarks.com* and download Xmarks today for free before this handy little tool becomes a subscription-based product.

A new iPhone application to keep you warm at night?

Have you ever taken your better half out on the town for an evening of fun and found yourselves freezing, teeth chattering, while you wait for the car to warm up? Now, with Viper SmartStart, you can remotely start your vehicle so it will be as warm as the venue you're departing from.

This new iPhone application enables users to lock, unlock, and remotely start their cars with their phone. The application includes a receiver that is installed in the car and an app on the iPhone. In order to use the app, the car must have electric windows and locks, it doesn't require previous installation of a remote start feature. The best part, it has a virtually unlimited range so you can unlock your car even if you are out of town.

One big advantage: If you lock yourself out of the car with the keys inside or if you lose your keys all together, you can still get into the car and start it. The Viper SmartStart is the latest example of automotive electronics functions migrating into a Smartphone. Wow! What's next?

We'd Love To Hear From You!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other readers? Send it to me! We are always looking for new and useful content to add to our newsletter.

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