

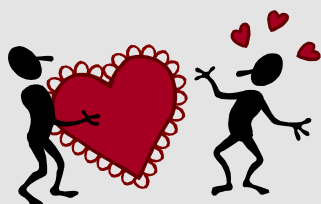


"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"

David Downs, Owner
Pro Computer Solutions

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Pop Quiz: You Just Discovered One Of Your Employees Had Their Smartphone Stolen...

Quick, What Do You Do?

Over the last couple of months, we've come across some alarming statistics that you should know. Studies show that as many as 16% of smartphones are lost or stolen each year with only 7% of the stolen devices ever being recovered. Despite the fact that 60% of the missing smartphones are deemed to contain sensitive or confidential information, 57% of these phones were not protected with available security features, leaving the company exposed! In fact, only 14% of companies currently have a mobile-device security policy in place. The bottom line is, no matter how careful your employees are with their smartphones, losing a smartphone (or having one stolen) is likely to happen to you or your employees at some point in time.



In the hands of even a relatively unsophisticated hacker, all of your smartphone information can quickly be siphoned off. And time is of the essence for taking action. Criminals will remove the battery of your phone to prevent "remote wipes" of your data by your IT staff and then use a room without mobile access to break into the phone. This is akin to giving a thief the key to your data and the code to deactivate the alarm.

Asking employees to be more careful IS a good step in the right direction, but accidents happen and thieves are always on the prowl. That's why it's so important to take measures to lock down and secure any mobile devices you and your staff use to access your company's network.

Continued On Next Page...

Still Using Windows XP In Your Office?



Microsoft is ending support for Windows XP on April 8th, 2014.

Don't leave your network vulnerable to attacks!

FREE Microsoft Risk Assessment And Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade

During this assessment, you will receive:

- ♦ A **Customized Migration Plan** that will show you how to painlessly upgrade your old Windows XP machines in the most efficient manner.
- ♦ A **FREE Analysis** of your computer network, aimed at exposing any security risks and issues you weren't aware of and also at finding ways to make your business FAR more efficient and productive.

To secure your **FREE Microsoft XP Risk Assessment And Migration Plan**, call us today at **816-229-2290**.

Here are just a few steps you can take now to be prepared:

1. **Strong Passwords.** Enforce a strong mobile-device password policy and make sure your employees can't leave devices unlocked and vulnerable.
2. **Enable Device Wiping.** Prepare to be able to wipe both company-issued and personally owned devices that access company data. Make sure your employees are signing off on this before they add company data to their phones.
3. **Have A Plan In Place.** If a phone is lost or stolen, act quickly! If you happen to find the phone again, then the data can likely be replaced; however, stolen data in the hands of a criminal can rarely ever be taken back!



*Don't let a security slip-up cause the "keys to the castle" to be handed over to a phone thief! For more tips to keep your company's data secure, call us at **816-229-2290**.*

Happy Valentine's Day!

Celebrate The Holiday With Our Valentine Contest

Here at Pro Computer Solutions, we love our clients! Together, we are a match made in heaven. To celebrate Valentine's Day, we are holding a valentine contest. If you get our newsletter in print, hopefully you already saw the note and valentine in the envelope. To enter, use your (or your kids', grandkids', etc.) creative talent to decorate the valentine. Once you're done, post a picture of your creation to the Pro Computer Solutions Facebook page or email your image to Cynthia at cdowns@pcsiweb.com. A randomly selected winner be announced on Valentine's Day and will receive a special gift basket full of chocolate and other goodies. So, what are you waiting for? Show us what you've got!

We look forward to seeing your valentine!



Shiny New Gadget Of The Month



FitBit

It's the No. 1 New Year's Resolution – lose weight and get in shape. And by now you are either well on your way to achieving that resolution or you have gotten sidetracked and are back to your old ways. Either way, this little gadget can help you. Whether you want to get on track or just stay there, the FitBit One™ can keep you in line.

This little device uses Bluetooth technology to track and report your steps, distance, calories burned and stairs climbed. Come nightfall, it measures your sleep quality, helps you learn how to sleep better and wakes you in the morning. You can even sync it with a smartphone app to track the food you eat and other activities you perform that burn additional calories.

For just \$99, it's a great companion to help keep you motivated and on track with your fitness goals. Remember Pearson's Law: "That which is measured improves. That which is measured and reported improves exponentially." Check it out at www.fitbit.com

How To Unlock The Secrets Hiding In Your Web Site Report

Web site reports can tell you a LOT about the visitors to your web site IF you know how to read them. Here's a quick lesson on how to decipher those reports...

Hits vs. Unique Visitors

It's been said that "hits" is short for "How Idiots Track Sales." Total hits is a deceptive number because a single visitor on a single page could easily pull a dozen files or more.

We focus on "unique visitors," the best indicator of how many individual people are actually visiting your site. If your number of unique visitors is extremely low, it's either a sign of weak marketing or a technical issue. Note however that 61.5% of web traffic is via "bots" (non-human traffic) searching the web.

Browsers

What web browsers are visitors using when coming to your site? There are many browsers in use today, including mobile browsers. You need to test that your site works with all the browsers identified in your reports.

Exit Page

Your "Exit Page" shows the last page someone is at before they leave your site. If you're not getting visitors to "convert" to a customer or lead, take a closer look. There may be a technical issue, a bad web site headline, no offer, slow-loading graphics or confusing copy. Something on this page is making your visitors leave without doing what you want them to do.

Experiment with various headlines, offers and designs until you find something more successful.



Update Keywords and Keyword Phrases

Be sure your web site keywords line up with the words people use when searching for products or services you offer. Keeping these aligned will allow you to optimize your conversion rate and minimize your expenses when using pay-per-click search-engine marketing.



Connect with Pro Computer Solutions on our LinkedIn company page for business tips and service updates throughout the month!

The Lighter Side: Amazing Facts About Love

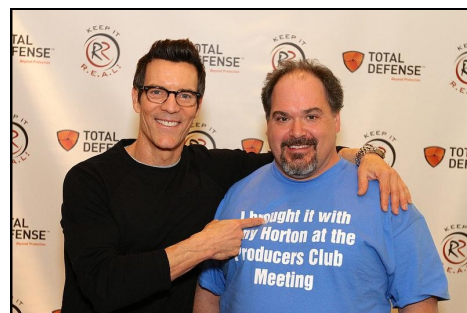


- ♥ People are more likely to tilt their heads to the right when kissing instead of the left (65% of people go to the right!).
- ♥ Falling in love can induce a calming effect on the body and mind and raises levels of nerve-growth factor for about a year, which helps to restore the nervous system and improves the lover's memory.
- ♥ Love can also exert the same stress on your body as deep fear. You see the same physiological responses – pupil dilation, sweaty palms and increased heart rate.
- ♥ Philadelphia International Airport finished as the No. 1 best airport for making a love connection, according to a recent survey.
- ♥ Men who kiss their wives in the morning live five years longer than those who don't.
- ♥ The tradition of the diamond engagement ring comes from Archduke Maximilian of Austria who, in the 15th century, gave a diamond ring to his fiancée, Mary of Burgundy.
- ♥ People who are newly in love produce decreased levels of the hormone serotonin – as low as levels seen in people with obsessive-compulsive disorder. Perhaps that's why it's so easy to feel obsessed when you're smitten.
- ♥ According to a mathematical theory, we should date a dozen people before choosing a long-term partner; that provides the best chance that you'll make a love match.

10 Years In Business: Lessons Learned

One of the important lessons we've learned during our 10 years in business is that there is great value in community. In 2012, we joined the Producers Club, a group of IT providers from around the world.

These members come together quarterly to discuss their business progress and bounce around new ideas. Last month, David and Marketing Manager Cynthia traveled to Franklin, Tennessee for the Q1 Producers Club Meeting. During the 3-day conference, they learned about new security threats, goal setting, how to plan a seminar, and much more. The



David and Tony Horton, creator of P90X

highlight of the conference was working out with and hearing the life story of Tony Horton, creator of the popular exercise program P90X.

Lesson Learned: *Joining a group of professionals in your niche is a fun way to help develop accountability and creativity.*

LOVE Our Service? Refer Us And Get Up To \$75!

- Send in your referral information by either calling our office at **816-229-2290**, emailing us at referral@pcsiweb.com, or visiting our page, www.pcsiweb.com/referral.
- We will pay you \$25 for anyone that you refer to us with whom we get an appointment.
- If your referral becomes a client, we will pay you an additional \$50 AND we will give your referral \$100 off their purchase.
- So, if you have a friend or an associate in need, please contact us and we will reach out to them.



Win A \$25 The Cheesecake Factory® Gift Card!

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Kim Wrinkle** from **MEL Contracting!** She was the first person to correctly answer my quiz question from last month: Which actress, born on January 5th, stars as Betty Draper on AMC's Mad Men?

The correct answer was A) January Jones. **Now, here's this month's trivia question. The winner will receive a gift card to The Cheesecake Factory®!**

How many chambers does the human heart have?

A) One B) Two C) Three D) Four

Call us right now with your answer!

816-229-2290



"Like" our **Pro Computer Solutions** page on Facebook for tech news and company announcements throughout the month!