



"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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Don't Let It Happen Again This Year... 4 New Year's Resolutions To Make In 2014

Besides resolving to spend more time with family and friends, getting fit and getting organized, have you made any New Year's resolutions for your business?

Looking at your current computer network and reviewing your past year's network support and services, are you saying to yourself, "I'm not going to let this happen again in 2014!"? You might consider making some resolutions to finally deal with continually pesky computer network issues.



Do Your Resolutions Look Anything Like This?

- 1. I Will Get My Critical Company Data Backed Up Offsite Daily.**
I cannot emphasize this enough. If you are currently relying on undependable (and outdated, I might add) tape drives, Carbonite or other volatile backup solutions, you are putting your company data at risk! Don't let this be another year where you gamble with everything you've worked so hard to achieve. Get a better backup!
- 2. I Will Write A Disaster Recovery Plan.** Pop quiz: If you woke up tomorrow and discovered that you couldn't access your office building due to a tornado or a fire, what would you do? Or what would happen if a key executive—one who holds the "keys" to critical processes or applications—fell sick or (God forbid) died? Or what would happen if a disgruntled employee or hacker gained access to your web server, line of business application or file server and deleted everything—particularly if the data was hosted on the 3rd party cloud provider's web site? These are all very real scenarios, and without a plan in place, you could be facing serious downtime and financial losses.

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Get More Free Tips, Tools, and Services: www.procomputersolutions.com.

Still Using Windows XP In Your Office?



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**.

3. I Will Develop A Stronger Cyber Security System That Goes Beyond A Firewall And Anti-Virus. With more and more information about us being stored electronically, and with State and Federal laws becoming more strict, you **MUST** take cyber security seriously. Simply having a good firewall and anti-virus isn't enough these days to keep the highly motivated and technically sophisticated criminals out of your network. The **HUMAN** element is the biggest threat—employees who accidentally click on links in e-mails or download files that introduce viruses to your network. Employees are also using social media sites more frequently, and they can intentionally or accidentally post something that could harm your company's reputation or leak confidential information. Therefore, your security plan must also include employee training and policies so they know what is and isn't acceptable when handling data and using company resources (Internet, computers, etc.).

4. I Will Take A Serious Look At Cloud Computing. The cloud offers business benefits and potential savings such as automatic backup and the ability to work remotely. Furthermore, when your network is in the cloud, you aren't faced with big, expensive network upgrades every few years. However, the cloud isn't right for everyone. Make sure you talk to a professional who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing.

Prepare For 2014 With Our Technology Business Review

FREE Technology Business Review Gets You On The Road To Keeping Your Resolutions And Eliminating Your Day-To-Day Computer Headaches. To schedule a Technology Business Review today, simply call our office at **816-229-2290**.

Happy New Year!



Shiny New Gadget Of The Month



The iPhone/iPad Pocket Projector

Now you can share the latest YouTube sensation or watch a movie on the big screen, all from your phone. With the iPhone/iPad Pocket Projector, your iPhone's screen can project an image reaching up to 85 inches diagonally and from as far as 10 feet away. It's simple, easy to use and super quick to set up this mini-device.

The projector weighs less than 5 oz. and is smaller than a smartphone. The iPhone/iPad Pocket Projector can turn your ceiling, tent, blank wall or even the side of your house into a movie theater. The projector's 640 x 480 pixel resolution ensures a nice picture, and a manual focus wheel enables you to "dial up" sharpness and clarity. (The sound still comes from your iPhone speaker, so for the best quality, you may want to invest in some new speakers to stream the audio.)

The internal battery provides two hours of projection and recharges via USB with the included cable. This device is compatible with most iPhones/iPads, except the iPhone 5, the new iPad with Retina Display and the iPad Mini. Get one today at www.amazon.com.

Get The Most Out Of **LinkedIn**

Social media brings many different benefits to business users, and one of the most useful is that they provide businesses with a way to connect with their customers on a deeper level. It's true that Facebook is the most popular network, but LinkedIn is also a valuable platform that can really help users connect with other like-minded people and related businesses.

To get the most out of your personal profile on LinkedIn follow our five top tips:

- 1. *Specialize:*** A popular feature of LinkedIn is endorsement. You can view other people's profiles and endorse their skills. Some popular users have hundreds of different endorsements. The purpose of these endorsements is to highlight the important skills of each user. If a user has say 30 so-called important skills that they are all endorsed for, it kind of looks like these aren't really that important. It is a good idea to pare down your skills and endorsements to 3-5 which you feel best represent what you have to offer.
- 2. *Don't connect with people in order to grow your following:*** One of the main goals many users have with other social media networks is developing content that encourages people to essentially connect with the business. This in turn increases the reach and popularity of the business. With LinkedIn, connections and content are still the goal, only the type of desired connection is different. You shouldn't be aiming to connect for the sake of connecting. Instead, try to develop connections that will help your business meet its goals and objectives. Some good examples of this include connecting with suppliers, colleagues and even other businesses you work with.
- 3. *Think socially (What's in it for them?):*** LinkedIn is really just online networking, and as with most forms of networking you are looking to build rapport and establish a connection. This is usually done by being interesting, which means creating content. When creating content or developing your profile you should keep in mind that it is for the people looking at your profile and not you. With everything you write or create, try to keep in mind: WIIFT (What's In It For Them?). If you can create something that your connections and profile viewers will be able to benefit from, they will be more willing to listen to you when you actually need to contact them.
- 4. *Look at your profile:*** As we stated above, your content and profile should be oriented towards your viewers and connections. Look through your profile and posts to see that the information does reflect this purpose. Try looking at the different sections of your profile and focus on how you can help your connections. This includes giving detailed descriptions on your roles and how you helped the company or customers. Above all else, make sure your profile contains the information that is relevant to the people you want to connect with. If it isn't, you likely don't need it.
- 5. *Join groups:*** Possibly the best way to get the most out of LinkedIn is to join groups. There are groups that cover nearly everything in the professional world. Try joining groups that are relevant to your profession and interests. There are usually some great conversations going on that you can really learn and benefit from. If you are an active member, you will become well known over time. This is positive, as it makes other members more approachable and willing to listen to you, and engage with the content you share. Joining groups also gives you a great way to connect with people of varying experience. If you need the help of a specialist you can look through group members until you find an expert with the experience you need.

LinkedIn can be a useful platform for business users and if you are looking to learn more about how you can leverage it, connect with us today to see how we can help.

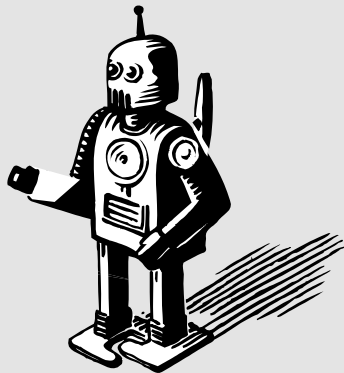
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Connect with Pro Computer Solutions on our LinkedIn company page for business tips and service updates throughout the month!



The Lighter Side: Trivial Tech Facts – Did You Know?



- ♦ The technology contained in a single Game Boy unit in 2000 exceeded all the computer power that was used to put the first man on the moon in 1969.
- ♦ Hackers in 1999 discovered a flaw that allowed logging in to any Hotmail account with the password "eh."
- ♦ The power source for NASA's Curiosity rover barely outputs enough energy to power a ceiling fan.
- ♦ Google has bought an average of one company per week since 2010
- ♦ Smoking near Apple computers voids the warranty.
- ♦ The Recording Industry Association of America tried to outlaw MP3 players in 1998.
- ♦ MIT has built a robot that can assemble IKEA furniture on its own.
- ♦ Scientists are working on technology that would allow the road to charge electric cars as they drive on it.
- ♦ The Department of Defense used 1,760 PlayStation 3's to build a supercomputer because it was the cheapest option.
- ♦ All the batteries in the world could only support 10 minutes' worth of the world's demand for energy.

2014: Celebrating Ten Years Of Business

In 2004, David and his brother-in-law merged their numerous part-time consulting jobs and formed Pro Computer Solutions with the goal of delivering professional solutions to home and business users. Throughout 2014, we will be celebrating our tenth anniversary with various events and contests. Each month in Tech Times, we will feature a piece of what makes us who we are—our staff, milestones, and important lessons we've learned along the way.



Refer Us And Receive 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 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.

Who Wants To Win A \$25 Amazon Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Bruce Jeffrey** from **The Principle Foundation!** He was the first person to correctly answer my quiz question from last month: Which of the following is not one of Santa's many names?

The correct answer was B) Jack Frost. **Now, here's this month's trivia question. The winner will receive a gift card to Amazon.com!**

Which actress, born on January 5th, stars as Betty Draper on AMC's Mad Men? A) January Jones B) Sofia Vergara C) Christina Hendricks D) Kim Kardashian

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!