



"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

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Windows Server 2003 Set To Expire July 14th!

We have been talking about this for a while now, and current PCSi Managed Services clients need not worry — this is already under control. But if you are not currently a Managed Services client and if your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any business with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with.

This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your business from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

Now through May 15th, we are offering a FREE customized Windows Server 2003 migration plan to all businesses still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, visit www.procomputersolutions.com/server2003/ to get started.

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

Refer Us And Receive a Free



IPOD NANO!!

We LOVE having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of April.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$450 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free iPod Nano of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at 816-229-2290 or e-mail us at sales@pcsiweb.com with your referral's name and contact information today!

Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. No longer just a "resume-sharing" forum, LinkedIn helps you connect with the kinds of people you most want to do business with. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real. Consider getting a professional portrait taken to use on all of your social media sites!

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Shiny New Gadget Of The Month



The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at www.waytools.com.

Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.



This means most people don't use these passwords—or **qwerty**, or **111111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.

What it Means to be a Dance Competition Family

Our daughter, Emery has found her passion in dance. It's not what I wanted. I'm more of a soccer-coach sort of dad.

But when your kid falls in love with activities that are different from the one you love most, it's time to abandon post and follow her lead — or at least, that's

what we've always tried to do with our kids. Here is what I have noticed: when we follow their lead, our kids simply blow us away!

Last month, Emery competed her first competition solo, taking 1st place in her division. Having participated in a few of these events now, I can tell you this is a VERY time consuming activity! Dance competitions usually start sometime on Friday afternoon and runs through the entire weekend. When she is not dancing herself, we can see her cheering on her teammates. She watches their performances, then jumps up and runs backstage for hugs and high-fives all around. Her hard work & determination serve as a constant source of inspiration in our day-to-day lives at my house.



Spring Break 2015 brought us back to a favorite sailing spot in Key Largo, Florida for lots of relaxing time with lots of family reunited from many places across the country.



Who Wants To Win A \$25 Gift Card?

The grand prize winner of last month's trivia challenge is Blake Davis from Arch Roofing. Blake was the first person to correctly answer our quiz question from last month: *According to legend, Saint Patrick banished which animal from Ireland? The correct answer was B.) Snakes.*

Here's this month's trivia question. The first person to respond correctly will receive a gift card to Scooter's:

Who is the boyfriend of Mattel's fashion doll, Barbie?

A) Perry b) Reggie c) Ken d) Dave

Call us right now with your answer! 816-229-2290

