



*Michael Mellott, President*

**“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 today and put an end to your IT problems finally and forever!**

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***Inside This Issue...***

What Every Business Owner MUST Know To Protect Against Online Identity Theft.....Page 1

Shiny New Gadget: Quirky Ray Solar Powered Charger.....Page 2

Humble Beginnings .....Page 2

Skype - It’s Not Just For Video Chatting.....Page 3

10 Ways To Keep Your Computers Safe .....Page 4

Hosted Email –Why It’s Right for You! .....Page 4



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**“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”**

**What Every Business Owner MUST Know To Protect Against Online Identity Theft**

All it takes is one innocent security slip by you or one of your employees to instantly give online criminals the information they need to access your network and steal your identity. In no time at all, they can gain enough information to max out your credit cards, wipe out your bank accounts, and completely obliterate your business and personal credit. They can even use your identity to commit further crimes such as forgery, stealing from other businesses, or online scams. This nightmare can take months - sometimes years - to clean up and can destroy your credit and good name.



That’s why for a limited time I’m giving away FREE copies of my new eBook, “What Every Business Owner MUST Know To Protect Themselves Against Online Identity Theft” (a \$19.97 Value, FREE during December). This critical eBook will reveal:

- The 3 most effective tricks online identity thieves use to gain access to your business and personal information - and how to avoid them.
- Sneaky e-mails you should delete IMMEDIATELY upon receiving them (you’ll want to share this list with your friends, family and staff).
- One super-easy, sure-fire way to make your computer network impervious to online identity thieves.
- How to protect yourself against NEW scams being spread through social media sites like Facebook or Twitter.
- How to keep your employees from accidentally giving away passwords and other “keys to the kingdom” to Internet criminals.

To download your free copy, go to the web site below. Copies of this eBook will be made available for FREE until December 31, 2011.

**[www.XPERTECHS.com/eBook](http://www.XPERTECHS.com/eBook)**

If you have questions about how we can assess your network to verify you have all of the best identity theft protection in place, call Michael at **(410) 884-0225**.



**Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)**

*Shiny New Gadget Of  
The Month:  
Quirky Ray  
Solar Powered  
Charger Have Sun,  
Will Travel*



It happens all the time...you are out at a meeting, traveling or running errands, you look down and realize your smartphone is on its last bar of battery.

No need to fret when this happens again! Charging on the go has never been easier. With the Quirky ray solar powered charger, you simply connect your phone and suction the device to a nearby window (in your office, your car or even on an airplane) and it will begin to charge using the solar power surrounding you.

The charger measures 2.5 X 2.5 X 3 inches. Its suctioning stand absorbs solar energy while its battery stores the power. It provides enough energy to fully charge a mobile phone. The solar powered device has an LED indicator and also comes with a USB port to facilitate connections to electronic devices.

The flexible suction cup can be attached to any window to absorb solar energy. This is perfect for car and airline travel. Pre-order yours for around \$40:

<http://www.quirky.com/products>

## Humble Beginnings

In the early 1960's, Phillip Knight and his college track coach, William Bowerman, sold imported Japanese sneakers from the backend of a station wagon. They invested \$1,000 in start-up costs to get their company off and running.

In 1907, two teenagers from Seattle began a message-and-parcel delivery service for local merchants. The total investment to get their company started was \$100.

With \$900, Tom Monaghan and his brother bought a small pizzeria in 1960 and expanded their company using a simple strategy: locate their stores near college campuses or military bases and deliver their pizza within 30 minutes of receiving an order. Tom Monaghan didn't finish college, but as he would note, he stayed long enough to learn that college kids eat a lot.

In 1933, with \$923 of their own money and \$5,000 that they borrowed, two brothers with no business experience, rented a warehouse in Modesto, California and launched their business. Not only were they lacking business experience, they learned their new chosen profession, wine-making, by studying pamphlets at the local library.

An old, white-haired man drove around the country, giving out samples to people, of what he had cooked in the back of his station wagon. He wanted to show people just how good his fried specialty tasted.

Michael started his company in his college dorm room and ended up dropping out of college. Harvard college drop-out Bill and his high school friend Allen, moved into an Albuquerque hotel room, started a little computer software company and went bankrupt. Restarted it again, with a slightly different name, and the rest is history.

Today might not be going so well for you ... and you or your company might be facing challenges or competition that seem to be overwhelming. I think it is safe to say Nike, United Parcel Service, Domino's Pizza, E & J Gallo Winery, Kentucky Fried Chicken, Dell Computer, and Microsoft all felt the same way numerous times. Success comes to those who will persist, fight, challenge, and change when times get tough. Nothing worthwhile ever comes easy. If those great companies can come from such humble beginnings and make it work ... so can you.

~ By Robert Stevenson, speaker and author of the book,  
"How To Soar Like An Eagle in A World Full of Turkeys"

**Top 5 Tech Gifts for Christmas 2011**

Tech gifts are always popular to unwrap on Christmas! USA Today tech expert Jefferson Graham told Sven Sundgaard about the top five tech gifts for this year in the following video.

Check out the video at: <http://www.kare11.com/video/1289832665001/1/Top-5-Tech-Gifts-for-Christmas-2011>

## *The Lighter Side...*

# Swimming With Alligators



A CEO throwing a party takes his executives on a tour of his opulent mansion. In the back of the property, the CEO has the largest swimming pool any of them has ever seen.

The huge pool, however, is filled with hungry alligators.

The CEO says to his executives "I think an executive should be measured by courage. Courage is what made me CEO. So this is my challenge to each of you: if anyone has enough courage to dive into the pool, swim through those alligators, and make it to the other side, I will give that person anything they desire. My job, my money, my house, anything!"

Everyone laughs at the outrageous offer and proceeds to follow the CEO on the tour of the estate. Suddenly, they hear a loud splash. Everyone turns around and sees the CFO in the pool, swimming for his life. He dodges the alligators left and right and makes it to the edge of the pool with seconds to spare. He pulls himself out just as a huge alligator snaps at his shoes.

The flabbergasted CEO approaches the CFO and says, "You are amazing. I've never seen anything like it in my life. You are brave beyond measure and anything I own is yours. Tell me what I can do for you.

The CFO, panting for breath, looks up and says, "You can tell me who pushed me in the pool!"

## *A Note From Michael...*

As we celebrate the Holiday season and the end of another year my thoughts are turned to the many people who have touched my life this year and the changes in technology we have all experienced.

One of the great fortunes of owning a service business is the many people you get to serve throughout the year. This year is no exception. I am appreciative for the continued client base that I serve and for the many new customers that have on-boarded this year. I was able to hire 2—IT support engineers to improve the XperCARE service offering. I am grateful for the team members that have been with XPERTECHS for 10+ years and have supported me through the many transformations of a technology business.

This year has brought on many changes in our business. The crowd pleaser this year has been "moving to the cloud". XPERTECHS' accomplishments include migrating over 1000 accounts to a hosted email solution; embedding Backup & Disaster Recovery as a key component to the XperCARE solution; and implementing a new cloud service called Xper-CLOUD and having several clients outsource all their servers to our platform. To top that off, for the past several weeks, I have had Cloud discussions with clients and potential customers on a daily basis. So it seems that cloud technology has moved from the "bleeding edge" stage to a "leading edge" stage – where a technology that has proven itself in the marketplace but is still new enough that it may be difficult to find knowledgeable people to implement or support it. So if you are considering Cloud services – find a competent IT support company and do a Cloud Assessment.

I guess my age is starting to catch up with me because the months now fly by like days. Time has become my most valuable asset. So my wish for you this holiday season is that you will make the time to enjoy family and friends. **May you be blessed during this Holiday Season!**

## Skype – It's Much More Than Video Chatting

When most people think of Skype, they think of video chatting. The truth is, Skype is much more. Skype works on your computer, regular phone, or cell phone and runs off your Internet connection so you can talk, IM, send pictures, videos and conduct live video conferences for free with anyone else in the world that also has Skype. It even works on various game consoles.



You can also use Skype to make calls, texts, and video conferences to phone numbers that do not have Skype. Because of its versatility, ease of use, and low-cost, many businesses are adopting the technology to help them communicate with their mobile workers and with vendors from around the world.

To set up Skype on your computer, simply go to [www.skype.com](http://www.skype.com) and click on the "Download" tab. To install on your mobile phone, open up your phone's web browser and go to [skype.com/m](http://skype.com/m).

## 10 Easy Ways To Keep Your Computers Safe

- 1) Be sure you have a good anti-virus program installed that includes anti-spyware.
- 2) Make sure all of your security programs have real-time updates and scans to check for viruses on a continuous basis.
- 3) Check regularly to be sure your virus scan programs are up-to-date and the most recent versions.
- 4) Have a firewall installed and make sure it is properly configured.
- 5) Make sure your browsers have the latest security patches installed.
- 6) Avoid downloading applications from the Internet. Free games and applications often contain unwanted spyware and malware.
- 7) Be careful when you open e-mail attachments. Even if you know the person sending it to you, scan the Email before you open it.
- 8) Install a spam filter or delete spam e-mail as soon as it arrives in your inbox. Do not be tempted to open spam as such messages can often contain links that lead to phishing sites or viruses.
- 9) Beware of virus hoaxes. If you receive an e-mail that says certain files on your computer need to be deleted because they have been infected with a virus then search the web for sites that write about hoaxes to see if the message is genuine or not.
- 10) Always choose secure passwords. Do not use names of relatives, birth dates or anything else that can be easily guessed. Use a combination of letter, numbers and symbols to strengthen passwords.

## Hosted Email—Why It's Right For You!

Email is absolutely critical to anyone that uses it. Consider these statistics from a recent Osterman Research survey – 97% of email users consider it to be important or extremely important in doing their work. In contrast, only 86% of users felt this strongly about the telephone, while only 45% felt this strongly about instant messaging capabilities. Clearly email is absolutely critical to users and the organizations that deploy it.

Because email and messaging are so critical, they have, in some respects, become like a utility: and therefore are so critical to the operation of any organization that they no longer provide any substantive competitive differentiation between companies. Like other utilities, then, the goal becomes to a) ensure that service remains available as close to 100% of the time as possible while b) simultaneously being provided as inexpensively as possible. For many organizations, managing email internally is a thing of the past, just like producing one's own electricity is a concept of the past.

A growing number of organizations are finding that the way to accomplish this is through the use of Exchange as a hosted service, a model in which a remote third party provider manages all backend services for a flat monthly per user fee. The advantages of this approach for organizations that want to realize the benefits of Exchange are that uptime of the Exchange infrastructure can be very high and the cost of managing Exchange can be significantly reduced. Further, the use of a hosted Exchange service allows an IT staff to be deployed to other projects that will provide more value to the organization.

Hosted Email is right for you if you are ready to experience these benefits: Lower Costs, Email Continuity and Backup, Robust Security, Mobile Access, Access from Anywhere, Windows & MAC Support, and Synchronization across All Platforms.

**So what are you waiting for??** – contact Michael today for a Hosted Email quote at (410) 884-0225.

### In the News: HP to Keep Personal Systems Group



HP recently announced that it has completed its evaluation of strategic alternatives for its Personal Systems Group (PSG) and has decided the unit will remain part of the company. “HP” objectively evaluated the strategic, financial and operational impact of spinning off PSG. It's clear after our analysis that keeping PSG within HP is right for customers and partners, right for shareholders, and right for employees,” said Meg Whitman, HP president and chief executive officer. “HP is committed to PSG, and together we are stronger.”



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