



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

How Would You Like To Have This Corporate Embarrassment On Your Record?

Back in April, the largest known e-mail security breach took place when Epsilon, an online marketing corporation, had their clients’ lists of e-mail addresses stolen by sophisticated cyber thieves.

Epsilon was in charge of maintaining the e-mail databases and campaigns of some of the largest corporations in the country, including 1-800 Flowers, Best Buy, Walgreens, JPMorgan Chase, Capital One, and more. In fact, there’s a good chance that you’ve received multiple “apology” e-mails from these vendors.

While some said the breach didn't cause a whole lot of damage, we disagree. Essentially, these cyber criminals now have the ability to invent highly sophisticated phishing attacks by creating e-mail offers that look like legitimate promotions coming from companies they (the people whose e-mail addresses were stolen) buy from and trust.

And though it’s already common for cyber thieves to impersonate credible organizations with what appears to be legitimate e-mail messages that seek to verify account information, this recent breach of security allows cyber thieves to be smarter and even more targeted with their scams.

Two Key Lessons

First, you need to be a lot more wary of e-mail promotions and communications that ask you to provide your credit card information or to validate your account information (username, password, social security number, etc.). No valid company will ever ask you to send important, confidential information in that manner.

Second, this breach serves as a warning to all businesses that they must have the MOST up-to-date security systems in place for their computer network, especially if you handle client data such as credit cards, bank accounts, social security numbers, passwords, client lists and more. Epsilon has responded to the security breach, apologizing to all of those affected, but the damage is done to their organization, not to mention their clients.

That’s why we urge all of our clients to enroll in our XperCARE Proactive Managed Services. This service allows us to monitor your network’s anti-virus, firewall and security settings to make sure your network is fully protected against these damaging events.



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

## Shiny New Gadget Of The Month:

mobileme

If you're a Mac device junkie and have a Mac at home, a PC at work, an iPhone in your pocket and an iPad in your car, check out MobileMe. This software allows you to store email, contacts and calendars — even shared ones — in the cloud and automatically keeps them in sync across all your devices.

Other cool features include the ability to remotely locate a lost iPhone or iPad. And if you're certain it fell into less-than-honest hands and you don't think you'll be getting it back any time soon, you can remotely wipe the device clean of all your data.

The Gallery enables you to create a beautifully displayed online gallery of your photos and share them with others in just a few clicks, allowing your friends and family to add photos of their own. And the iDisk app gives you the power to store and share large files online as well as access them remotely.

MobileMe costs only \$99 for a year's subscription and \$149 for a family pack that gives you one individual account with 20GB of storage and 4 family accounts with 5 GB of storage. Not sure if it's right for you? Then sign up for a free 60-day trial at:

[www.apple.com/mobileme](http://www.apple.com/mobileme)

## What Is “Cloud Computing?”

Cloud computing refers to the “next evolution” of the Internet and how users (you and me) access, store and work with applications, files, e-mail, data and more. Instead of having all your files and applications stored on a PC or laptop, cloud computing puts this workload onto a high-speed, high security server that you access via any Internet connection or device. Why do this? Several reasons:



1. You can connect to your files and applications from anywhere on (practically) any device.
2. You'll save a lot of money on IT support, maintenance and software since those responsibilities are assumed by your cloud provider.
3. You only pay for the applications, storage and software you use. A good comparison for this system is the way you access the electricity that runs into your home or office. To use it, you just plug the appliance of choice into any outlet. Like electricity, which is metered, with cloud computing you just pay for the services you use.
4. Most cloud solutions offer instant backup and the ability to be back up and running again fast. Since your files and applications are hosted online, a failed server or PC won't put you out of business, and the chances of a data center going down (the place where your files and apps are stored) is very, very slim.

Chances are you're already using cloud computing without even knowing it. If you bank online, access an e-mail service like Yahoo! Mail or Gmail, or use an e-mail broadcasting service like ConstantContact, you're using cloud-based apps (also called SaaS or “software as a service”).

Many businesses are moving to cloud computing because it frees them from having to install, maintain and upgrade expensive, overblown PCs that cost a lot to maintain. It also makes adding and removing users (or employees) quick and easy since you simply pay for what you use each month and nothing more. Other advantages include unlimited storage, automatic backups, higher-level security and the ability to access your information from any device anywhere. Plus, cloud-based networks don't require the ongoing maintenance that traditional server-workstation networks require.

However, not every application or situation is suited for the cloud. While many line-of-business applications still can't be hosted in the cloud and require a commercial-grade Internet connection with a backup such as DSL or cable, there's no doubt that cloud computing is here to stay. Advances are being made rapidly to make it the better solution for most businesses. Of course, we're here to help you understand your options and the pros and cons.

**Please Join Us In  
Welcoming Our Newest  
XperCARE Clients!!**

**Monaghan Tilghman &  
Hoyle—Towson, MD**

An Executive compensation firm that also offers financial planning and asset management services to clients in the Baltimore area.

**Mabey Bridge & Shore, Inc—  
Elkridge, MD**

An industry leader in structural shoring system rentals & on-site support. Mabey carries the broadest range of products available for temporary bridges, permanent bridges, excavation shoring, structural shoring and temporary roadways.

**Thank you for the confidence  
and trust shown in our  
services.**

**A Special XPERTECHS  
Welcome to Our Two New  
Employees**

Joel Burns joins our team as our new XperCARE Network Administrator. He comes to us with five years of experience at JP Morgan

Jordan Price will be joining our Marketing Department this summer as an intern. Jordan is a Junior at the University of Maryland Baltimore County campus majoring in Media & Communications.

**See more about current  
Career Opportunities with  
XPERTECHS by visiting:**

[www.xpertechs.com/careers](http://www.xpertechs.com/careers)

***A Note From Michael's Desk...***

There is quite a bit of buzz around the word "cloud" lately. Vendors promote their new "cloud" products daily. Major technology corporations stress on TV their role in moving businesses "to the cloud," as seen with Microsoft's new ad featuring the coffee shop attendant connecting to his partners via the web or the airport scene where they go "to the cloud" to kill time waiting for a delayed flight. Even our Quarterly vCIO meetings with clients now focus on answering questions on "the cloud" and why they should consider it.



In order to make myself more aware of the tremendous change "the cloud" brings to our business, I have enrolled our staff in a very special 10 week training session called "Cloud Integrator Blueprint". This course incorporates the key skills we will need to be successful cloud business consultants with expertise in delivering tangible business results. This includes an understanding of core business drivers as well as the cloud architecture and technology.

The technology landscape has really made our EXPERTISE more valuable than ever. By focusing on our relationship as the TRUSTED ADVISOR, our service offerings become more focused on helping our clients properly leverage technology for their business and they benefit with solutions that SAVE them money and make them more productive.

In keeping with that effort we are striving to be the forward thinking technology expert that brings "the cloud" to your company and helping you develop your own cloud strategy. Call me today to discuss the details and what they mean for your business at **(410) 884-0225**.



**Baltimore Washington  
Corridor Chamber**

**Business Tools Group Seminar**

**Please join us for our next XPERTECHS sponsored event:**

***"Take the Fear Out of IT...  
Preventing Network Disasters Before They Happen"***

Presented by: Michael Mellott

Wednesday, June 29, 2011 Session Time: 9:00 -10:30 am

BWCC Office, 312 Marshall Ave, Suite 104, Laurel, MD 20707

**To register: <http://www.baltwashchamber.org/>**

## How To Get A List Of Ideal Prospects For FREE

With LinkedIn.com, you can build lists of people who match your ideal prospect – and even get introductions – all for the cost of a few clicks.

For example, if you want to reach the HR managers at companies in a certain geographic area, simply go to LinkedIn and follow these steps:

1. Set up an account and connect with your clients, friends and vendors. The more “connected” you are online, the easier it will be to get introduced to new prospects.
2. Click on the “Advanced Search” link located near the main search form.
3. Customize your search by entering in the industries, title, location and keywords that would be related to the prospect you are looking to find. For example, you could enter “HR” or “Human Resources Manager” in the title search, and then narrow your results down using the “Postal Code” lookup and “Within X Miles” setting.
4. Unless you want a particular industry, leave that area unchecked.
5. When the list comes up, do a sort by “Relationship” so that those with the closest relationship to you or your contacts are ranked towards the top. If you find someone you want to connect with, look for people YOU know who can introduce you.

## Are You Doomed if Your In-House Computer Expert Quits?

Here’s an important question most businesses don’t think about: what would happen if your in-house IT guru suddenly quit? Most business owners think it would only be a temporary inconvenience when, in fact, the opposite is usually true. Want to know how much you are at risk?



### Ask yourself the following 7 questions:

1. Do you know all the passwords? Every machine and Internet related device on your network has (or should have) a password. If you don’t know what they are, you cannot view, change, or update the system settings. You should also know the password to your company’s database and accounting package.
2. Do you know where your backup files are stored and if they are being stored properly? If you are like most business owners, you’re too busy dealing with the “crisis of the day” to think about system backups and probably leave tasks to your internal expert. If your database gets fried and your tech is nowhere to be found, you might be in a lot of trouble.
3. Do you have all the product keys to your software? Product keys are long, alphanumeric codes, usually printed on the back of the software’s packing material, that are required to install the software. Once installed, you don’t need them again...UNLESS your system becomes unstable and you need to reinstall the program. Always make sure you have these stored in a secure location.
4. Do you know where all the software disks are stored? Bad things can happen to computers, and the situation can be made worse if you are not prepared. Taking a minute to organize and store your software disks in a secure place can save you a considerable chunk of money in the event that you need to restore a program on your computer. If you don’t have the disk, you might be forced to buy the software again.
5. Do you know what routine maintenance must be done to your network? I know that the very idea of learning about and keeping track of all the servers, workstations, and peripherals on your network probably gives you a major headache, but it is important information to maintain. If your in-house expert leaves, who will take over?
6. Do you know how to protect yourself from an ugly security breach if your in-house computer expert leaves? What happens if your in-house expert splits with no warning AND has access to your company’s network? As soon as humanly possible, you should disable his or her access, including remote access to your network.
7. Do you know all your vendor contact and account information. This would include telephone, internet, copier, printers, network support, web hosting, and DNS etc...

**So how did you do? If you answered “no” to even one of these questions, you need to get the answers now before it’s too late.**



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