

“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!”  
*-Michael Mellott, President*



**XPERTECHS®**

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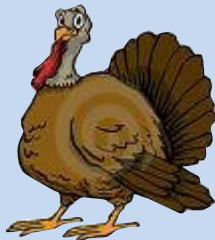
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**HAPPY  
 THANKSGIVING!**

# XperText

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

## **A Warning To Business Owners: Non-Compliance To New Regulations Can Mean Hefty Fines**

In the past 10 years, over 10,000 new regulations have been placed on the books by local, state and federal agencies pertaining to the handling, storage, and disposal of confidential client, patient, and employee documents and information. The state of Massachusetts, for example, has recently enacted one of these privacy laws and is requiring anyone who has business in that state to comply by March 2011.

Basically, ANY company that holds social security numbers (your employees’ SS#’s, for example), credit cards, or financial statements needs to comply with these regulations or the fines for not doing so can be hefty.

Want to make sure you stay on the right side of these laws? Here are a few tips that will go a long way in making sure you don’t end up fined, sued, or with a bad reputation for not securing client or employee information:

- \* **Get The Facts.** If you think you are holding confidential information that should be secured, ask a qualified attorney who specializes in data confidentiality in your industry about what you must do to meet new government regulations.
- \* **Encrypt Your Backups.** Make sure your backups are at least 32-bit encryption. Encryption takes every keystroke you type and transforms it into 32 different characters, making it nearly impossible for hackers to use the information, even if they were able to steal it. Some backup solutions will even provide tighter security with 256-bit encryption.
- \* **Have A Powerful Firewall.** Firewalls keep hackers and other intruders from getting into your network and accessing important, confidential and private information. If you have the right firewall in place, it should act like a shield over your data and give you the protection you need to be in compliance with these laws.
- \* **Lock Down Your Passwords.** One of the surefire ways to prevent any unauthorized access to privacy information and take a step toward regulation compliance is to make sure only those who need the passwords to your computers have them.

Want To Be Sure Your Technology Is In Compliance With These Laws?  
 Call by November 30<sup>th</sup> and get our Privacy Compliance  
 Network Audit (A \$497 value) absolutely FREE.  
 410-884-0225 or visit [www.XPERTECHS.com](http://www.XPERTECHS.com)

# Fun Thanksgiving Facts

\*The male turkey is called a tom or gobbler. The female turkey is called a hen. Baby turkeys are called poults.

\*There was no milk, cheese, bread, butter or pumpkin pie at the original Thanksgiving Day feast.

\*Contrary to popular belief, the Pilgrims did not have big buckles on their clothing, shoes, or hats, since buckles did not come into fashion until the late 1600's.

\*The average person consumes 4,500 calories on Thanksgiving Day. (Now that's a lot of turkey!)

\*The cranberry got its name because the pale pink blossoms on the plant resembled a crane's head and neck. The name craneberry stuck, eventually becoming cranberry.

\*Congress did not declare Thanksgiving a national holiday until 1941.



## Thanksgiving Turkey For FREE

To celebrate Thanksgiving, I've decided to give away a FREE 20 lb. Thanksgiving turkey to any client—new or old, with a minimum of 10 PCs—who hires us for any repair, upgrade, or installation during the month of November...and you don't even have to have the work done by Thanksgiving!

Maybe you are thinking about upgrading the PCs or Server in your office. Maybe you're concerned about viruses, spam or losing data. Or maybe you just have a computer problem that is driving you nuts. Whatever the issue, simply give me a call to resolve it and...

### *I'll Buy Your Bird!*

All you have to do is call me (or one of the technicians) today and let us know what problem you are experiencing. We'll give you a free, no-strings-attached network audit. We'll also gladly discuss your options and help you choose the right solution for your situation, budget, and time frame. If you decide to let us do the work and give us the go-ahead BEFORE NOVEMBER 26th, I'll buy you a 20 lb. Thanksgiving turkey, even if we don't do the work until after the holiday!

**Get Your 20 lb. Turkey Now:**

**410-884-0225**

**Happy Thanksgiving!**

## Backup Alert To All iPod Users

If you've been an iTunes and iPod customer for any length of time, you'll quickly rack up the number of songs, videos, and audio books in your library. And in no time flat, you can end up spending a small fortune.

But be warned! Most iTunes customers don't realize that Apple will NOT allow you to re-download the music you've paid for, even if you lose every file because your computer dies, gets fried, infected, or destroyed.

If you don't want to risk losing the purchases you've made, then make sure you back them up. Here's how:

First make sure you have some blank CDs or DVDs ready to go, then do the following:

From the iTunes File Menu, choose Library, then Back Up. A dialog box will open up giving you an option to do one of the following:

- Back up entire iTunes library and playlists (to backup everything)
- Back up only iTunes Store purchases (to backup only your purchases)

If you have previously backed up your library, and only want to backup the changes, check only back up items added or changed since last backup.

Click "Back Up" and wait for the CD drawer to open. Add a disc each time iTunes asks for one. If your library won't fit on a single disc, iTunes will ask one at a time for as many discs as needed and write your library to them.

Make sure you store your backups in an off-site location. If your office catches on fire, gets burglarized, or destroyed by a flood, faulty sprinkler system, or violent storm, they'll go down with your PC.

Get More Free Tips, Tools, and Services At My Web Site: [www.XPERTECHS.com](http://www.XPERTECHS.com)

# How New Viruses Get Named

Thousands of viruses are currently circulating on the Internet with more being discovered daily. So how does a virus get its name?

There is no official government body or organization that names viruses. In most cases, the anti-virus company that discovers it gets to name it; and, it's a very competitive race to see who can discover new viruses first!

The criminals creating viruses like to leave clues as to what they want their virus to be named, but researchers who discover (and fight) them don't give their authors the satisfaction of keeping the name. To hackers, creating a destructive, difficult to disable virus is a badge of honor. So instead of giving these cyber criminals the publicity they crave, virus researchers will name a virus based on the type of system it attacks, what it does, or other random reasons.

For example, the Code Red virus got its name from an eEye Digital Security researcher's beverage of choice -- the cola variety of Mountain Dew soft drink. Apparently he was drinking this the night he cracked the corruptive code.

Creativity aside, most anti-virus companies have policies and letter-number formulas for naming viruses because it's becoming more and more difficult to come up with unique names for viruses. Symantec's Norton anti-virus software currently has a catalogue of over 58,193 known viruses—and the number grows every day.

## “Who Wants To Win a \$20 Starbucks Gift Card?”

*Take my monthly Trivia Challenge and you could win too!*

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: Bill Pickett of Glenelg Country School was the first person to correctly answer my quiz question... The answer was "d)" -- U.S. Department of Defense

Congratulations Bill you've won \$20 Starbucks Gift Card. Now...let's move on to this month's trivia question for another \$20 Starbucks Gift Card.

**What size was the largest farm-raised turkey on record?**

a) 52 lbs. b) 124 lbs c) 86 lbs d) 12 lbs

*Go to our website and register your answer: [www.xpercare.com/Trivia](http://www.xpercare.com/Trivia)*



**You're invited to join us for a “FREE Lunch-N-Learn Seminar” where XPERTECHS will reveal how a technology refresh with Microsoft Windows 7 and HP can save money, improve service levels and reduce costs.**

**Our experts; Michael, Slade and Thomas will address the many questions our clients and colleagues have about Microsoft Windows® 7, Windows Server 2008 R2, and HP PCs and HP ProLiant servers!**

**Lunch will be provided.**

**When: Tuesday, December 8, 2009 11:00 am -12:30**

**Where: Victoria Gastro Pub**

**Space is limited to the first 15 people who sign up.  
NO EXCEPTIONS**

**Call: (410) 884-0225**

**Email: [mmellott@xpertechs.com](mailto:mmellott@xpertechs.com)**

## Please Welcome My Newest Clients And Friends!

I'm thrilled to welcome my newest clients into our company! I want to extend a sincere “thanks” for the trust and confidence these clients have shown in us:

**Axlin Data Systems  
Musicians Association of Metropolitan Baltimore**

## How To Send And Receive Large Files When E-mail Won't Work

If you want to share audio, video, or large graphic files with others, but can't send it via e-mail because of the large file size, you may want to look into znail ([www.znail.com](http://www.znail.com)), an almost-free web resource for transferring large files.

After setting up an account, you simply upload the file you want to share via your web browser. Then you send your friend an e-mail with a special link to retrieve the file. If your file is under 5 MB, the service is free. For \$1, znail will increase your storage space to 20 MB, and if you spend \$10, you'll get 50 MB of space to use for an entire year.

There are a few drawbacks, but overall, this is an incredibly cheap and easy way to share large files with others.

## From Michael's Desk:

The other day I was reviewing some of my 2009 objectives for increasing our business penetration and client base. My first objective was to add a minimum of one new client each month. Thanks to my great marketing team, XPERTECHS has increased our 2009 customer base with 17 new clients through October and we still have two months left.

My second objective was to ramp-up our educational efforts on our Backup & Disaster Recovery (BDR) solution. I am very proud to report that we have signed up 18 new clients this year and had 4 new installs in October. It seems that SMB owners are beginning to understand how critical their data has become and how beneficial and cost-effective the BDR solution can be for their organization.

My third objective was to increase the recognition of XPERTECHS in the Baltimore/Washington Corridor. I am happy to report that we have been selected in October by the Baltimore Business Journal for the 6th straight year (and moved up two slots) in both the Top 25 Largest telecommunications companies and the Top 25 Largest network system integrators in the Baltimore area.

The fourth objective has to do with improving our internal processes and tool set so that we can provide our XperCARE Proactive IT Managed Services solution far better than any other Managed Services firm. To this end, we purchased a new tool set that allows us improved capabilities in monitoring and remediating IT problems in our client's environment and we hired staff to fill our need for helpdesk support. We also have implemented new processes and Service Level Agreements with guaranteed response times relative to the level of support each client requires.

And finally, I have both a corporate and personal objective to make our customer support experience the best it can possibly be by making sure that each issue is addressed efficiently and correctly documented in our ticketing system. Therefore, I have instituted several new procedures which should allow you to reach your intended resource in the most efficient process possible.

Please let me know how we are doing and if there is anything I can do to assist you in "taking the hassle out of Technology, so you can focus on your business and customers."

## Microsoft Windows 7 Hits the Shelf!

Microsoft's focus with Windows 7 was to create a more responsive and user friendly system that would be better suited for daily use. Things like improved taskbar features, enhanced search functions, and performance improvements, make Windows 7 a great operating system for home and business users alike.

### What does this mean for businesses?

It is the Vista that works! Microsoft seems to have identified many of the issues that businesses were seeing with Vista and corrected them in Windows 7. They added an XP compatibility mode so Windows 7 can work with many of the older programs and is more compatible with older hardware too.

From a day to day standpoint, many Vista users have issues with network files, browsing folders, and slowness due to the format of Vista. It is not nearly as piggish as Vista either. It doesn't take as much room on the computer itself.

Now, with Windows 7, Microsoft had brought back the basics of earlier operating systems, so the user experience is a bit more like XP.

### Security in Windows 7.

Microsoft received a tremendous amount of flack for the security holes in Windows XP, with Vista, they went over the top with security. Now, with Windows 7 they are doing things right. They

found the middle ground they needed. Windows 7 is a more security conscious version of Windows XP but, not quite as stringent as Vista, hounding users with warnings at every turn. Windows 7 isn't as intrusive.

### What is the next move?

We almost never upgrade clients immediately when a new version of Windows is released due to the requirements and changes necessary to adapt old computers to the new operating system. However, after testing Windows 7 for ourselves the past 5 months, we are seeing more positives than negatives at this point.

### Chief concern with Windows 7.

The biggest concern with regard to Windows 7 is that many business applications may not be compatible right away. As with any new operating system, it will take time for software vendors to make compatibility changes to their packages. We will have to wait and see how far Windows 7 has truly come and how many programs will really work.

Microsoft is packaging copies and manufacturers are putting Windows 7 on new PCs already. Final product is available so test it out, see if it is a good fit for your company.

Remember, if you have any questions or concerns, do not hesitate to call. We are here to help!