



5090 Dorsey Hall Dr. Ellicott City, MD 21042
(410) 884-0225 | WWW.XPERTECHS.COM

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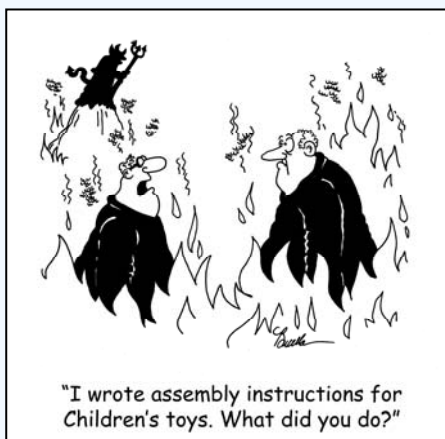
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“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

“The Top 5 Worst High-Tech Habits

Admit it; you have some bad habits when it comes to maintaining the security and “health” of the high-tech tools you dearly depend on. Since it’s a fresh, new year, we thought it would be appropriate to point out the top 5 bad habits you should work on fixing in 2011.

1) Not backing up your data. Funny how most people start their confession of not backing up their data with the words, “I know it’s bad, but...” If you know, then why are you still doing it? There’s absolutely no good reason to let this one continue. Call us and we’ll hook you up with a solid backup plan that will make sure you can be back up and running again FAST.

2) Relying on tape drives to backup your data. This is almost as bad as bad habit #1. Why? Because tape drives have an average failure rate of 100% – and that’s not a typo. It’s not a matter of “if” but “when” is your tape drive going to fail. Trash ’em and get a better system in place!

3) Using weak passwords. If you’ve ever used the word “password” as your password, we’re talking to you! A good password should contain a combination of numbers and upper and lower case letters.

4) Not installing the latest security patches and software updates. Once a new patch is released by a software vendor, it acts like a green light for hackers who instantly implement viruses and scams to take advantage of those individuals who don’t regularly update (patch) their system.

5) Printing and storing paper documents for everything. The cost of installing a document imaging (also called document management) solution has come down dramatically, and it is now easier than ever to implement. Plus you get the added benefits of saved storage space, saved time in searching for documents, instant access to any paper file via the Internet, fewer lost files, less chance of losing critical documents to fire, water, or wear and tear, AND a cost saving on paper and ink. With all these benefits, why on earth would you still stick to your Stone Age paper filing system?

Want help in breaking any of these bad habits? Call today for a no-obligation, no-pressure consultation on how we can help you break these bad high-tech habits for good! **See Page 3 for our NEW Remote Backup Solution!!**



Get More Free Tips, Tools, and Services at our Website: www.XPERTECHS.com

Shiny New Gadget Of The Month HP ePrint



The new HP ePrint lets you print documents and images from virtually any PC or phone simply by e-mailing them to your printer. If you can send an e-mail, you can use ePrint. Here's how it works:

First, you assign an email address to your printer and connect it to the Internet through either a wireless or wired connection. To print something, simply send an email containing your document to your printer's address – it's that simple! You can print images, Microsoft Word documents, Excel spreadsheets, PowerPoint presentations, PDFs, and photos. You can view and manage print jobs sent to your printer using your printer Job History that is available on HP's ePrintCenter.

One downside is that some documents printed with ePrint may appear different from the original in style, formatting and text flow. For documents that need to be printed with a higher quality (such as legal documents), you might want to go the traditional way of printing directly from your PC. The HP ePrint service is available free of charge with your HP ePrint-enabled printer and doesn't require any special software or smart phone apps to work.

How To Stop Employees From Indulging In Excessive Personal Cell Phone Use At Work

Thanks to smart phone technology, it seems like everyone is "plugged in" to 24/7 web access, texting, and e-mail; not to mention phone conversations. In some cases, people have become so addicted to their phones that they're texting constantly, even while driving, having dinner with their families or using the bathroom!



Clearly these devices can become a major distraction at work, causing major problems with productivity, especially if you want your staff to be focused on getting critical projects completed accurately and on time. But mandating a "no cell phone" policy may be too harsh. So where's the balance? Here are a few tips:

- 1) Implement a personal cell phone usage policy in writing. Taking a personal call from the daycare about a sick child may be acceptable, but spending 3 hours plus organizing a wedding is not. This should include certain etiquette rules, such as turning the ringer off during meetings or speaking softly to avoid disrupting others. If possible, get your employees involved in creating the policy; explain why you are doing it and that you want to make it fair and reasonable. Usually there are only a small percentage of employees who truly abuse the system, so you'll find most employees will be on board with the policy and happy to provide input.
- 2) Post this policy throughout the office as a reminder.
- 3) Review this policy with each employee and have them sign it.
- 4) Provide some flexibility for those in unusual circumstances, such as an employee with a sick child or with a recent death in the family.
- 5) Enforce the policy so everyone knows you are serious about it. One of the best ways for management to do this is by walking around. Since personal cell phones are not connected to the company's network, you really won't know if anyone is violating the policy unless you physically walk around to check on them from time to time.
- 6) Lead by example! Don't expect your employees to stay off their cell phones if you are constantly texting and talking on yours.

Attention: Your cell phone policy can be included in your AUP (acceptable usage policy) that directs how employees may or may not use company resources (Internet, e-mail, etc.). For more help in creating these policies, contact our office!

**If you don't have an AUP — Call us and we can
help you create one today!!
(410) 884-0225**

Why Your “Not-To-Do” List Is Just As Important As Your “To-Do” List

One of the New Year’s resolutions I often have is to get more organized and better manage my time. After all, who doesn’t want to get more done? But a big mistake many people make is thinking ONLY in terms of “more” when it comes to getting things done. Why is this a mistake? Because chances are your plate is already full of to-do items; if you want to accomplish MORE, you’ll have to actually start thinking about what you are going to STOP doing in order to fit in the more important tasks that move you closer to your goals.

As we all know, only about 20% of the things you do deliver 80% of the results you want to achieve. Therefore, in order to “get more done,” you have to clearly identify what that 20% is and focus on doing more of those activities, and delegating or ignoring the 80% of time-wasting “stuff” we all get caught up in doing. What are some big time wasters?

- ◆ Not having a plan for your day and reacting to whatever shows up.
- ◆ Constant texting or online surfing. For many, this is a huge addiction and distraction that can waste HOURS.
- ◆ Checking e-mail every 5 minutes.
- ◆ Not setting aside “orange cone” time each day.
- ◆ Answering every phone call as it comes in vs. three scheduled times per day.

From Michael’s Desk

A new year and with that comes change!!!

2010 was an exciting year for us. We added three full-time employees to our staff, several new clients to our XperCARE Proactive IT Managed Services, received awards and accolades for our customer service, and introduced three new product offerings including our XperCLOUD “cloud services”.



We have put together plans for 2011 that will exceed those results and make our company even stronger. We are starting off increasing our helpdesk staff with a new hire in January - geared toward improving our time to resolution for Level 1 & 2 service tickets. We are increasing our products and service offerings by announcing a remote online backup solution for desktops/laptops. We plan on upgrading our monthly “Lunch & Learn” webinars to include training offerings on current IT solutions. We have added a new referral program that provides “special rewards” for anyone that refers a potential client.

This is shaping up to become an exciting year. We look forward to serving you with all your IT requirements as we strive to become your “Trusted IT Advisor”.

Call me if I can be of any assistance to your technology investment.

Remember, we are here to remove the operational hassle of your technology so that you can focus on your core business and key clients.

XPERTECHS is Offering a NEW Remote Backup Solution for Your PC’s and Laptops!!

XperCARE’s NEW Online Backup Solution

“The best data protection for your business.”

Beginning January 1, 2011, XPERTECHS will be offering a NEW remote backup solution with XperCARE’s Online Backup. This new XperCARE product delivers the convenience and speed of local backup combined with the offsite protection of online backup.

The “XperCARE Advantage” is simple, secure and affordable and also offers:

- √ **A Complete Backup Strategy:** This includes both a local and offsite copy of your data.
- √ **Double Protection:** XperCARE automatically backs up files locally to an external drive in addition to a data center for double protection of your critical business information.
- √ **Faster Backups:** With local backup, you’ll be able to backup large amounts of data quickly usually within minutes—ensuring your files are backed up locally while they transfer to XperCARE servers.



For more information
Call Pam at (410) 884-0225

Email:

marketing@xpertechs.com

www.xpertechs.com/remotebakup

Text Messaging Used to Defeat the Taliban

According to an article in Network Computing Magazine, British Intelligence is using text-messaging spam as part of their Psy-Ops campaign to defeat the Taliban.

When they discover a Taliban fighter's cell phone number, they bombard it with spam messages such as "We know who you are, give up" and other demoralizing messages. They also send wrong information by pretending to be other Taliban fighters. The logic? Spam tends to enrage the user receiving it. Is it working? There was no report of the results, although I would imagine the Brits are having a good laugh over this.



The BIG Cost of A Tiny Typo

A casino in Illinois wanted to reward its best customers and get them to come back for a repeat visit. To get this done they mailed out 11,000 coupons which included a few featuring cash prizes of \$525.

But thanks to the mistake of a third party printing company, ALL 11,000 coupons were printed with the same cash offer, obligating the casino to a total payout of \$5.8 billion dollars in prizes. Although the contest rules included a disclaimer giving the casino the option to change or cancel the offer, the Illinois Gaming Board ordered the casino to honor the coupons. Now there's one marketing campaign that had the owners of the casino praying for a poor response!!

Please Join Us In Welcoming Our Newest XperCARE Client!! Network Building & Consulting, LLC

The XPERTECHS Staff and XperCARE Support Teams are excited to welcome aboard our newest client. Our sincerest "Thank You!" goes out to the leadership and staff of Network Building & Consulting (NB&C) for the confidence and trust shown in our services.

Network Building & Consulting, LLC is an industry leader specializing in all aspects of wireless site development since 1984.

As of December 1, 2010, our team is now delivering XperCARE Premium Plus Services for Network Building & Consulting's 130+ users. For more information on Network Building and Consulting, please visit: <http://www.networkbuilding.com>



YOU'RE INVITED!!!

**Please join us for our next FREE Lunch-and-Learn Webinar:
Remote Backup Solutions for Your PC's and Laptops**

XPERTECHS will discuss your new options for remote backup of your PC's and laptops. The bottom line is that our amount of data is growing, data does get lost, and we all want a simple and reliable solution. Join us for this FREE event and find out how XPERTECHS can offer you just that with our new remote backup solution!!

When: Wednesday, January 26th, 12:00 PM

Where: Participate from the comfort of your very own office!!

Register Online NOW!!

www.xpertechs.com

Call Pam at (410) 884-0225

Email: marketing@xpertechs.com



*Space is limited to the first 25 people who register.
Attendees will receive Starbucks gift cards for attending!



Get More Free Tips, Tools, and Services at our Website: www.XPERTECHS.com