Xper*Text*

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

XPERIENCE THE DIFFERENCE. WE'LL MAKE ALL OF YOUR COMPUTER PROBLEMS GO AWAY WITHOUT THE COST OF A FULL TIME IT STAFF

7 Reasons To Use A Colocation Provider/Data Center

While using colocation services at a datacenter are becoming more common every day, many businesses still choose to host their services in-house. What are the top reasons a business should make the move to a local datacenter and use colocation services?

1) **Design / Infrastructure:** Colocation facilities are built to specific specifications and standards to meet the needs of today's high-tech hardware. Data centers are built with conditioned power, cooling (HVAC), Generators, security systems and many other factors that can cost millions of dollars. These systems are monitored by professionals 24/7/365.

2) **Risk Management:** Having your data at a secure off-site location is a great way to manage your own business risks if you are hosting your primary data at your office location. Many businesses use data centers as their "disaster recovery" location so they can recover from a major event at their office.

3) **Redundancy:** Data centers are built with redundancy in mind. This means that most centers have N+1 redundancies built into the key infrastructure like power, cooling, bandwidth,

and networking. At many standard office locations it may not even be possible to implement this type of redundancy, and when it is, the costs can be extremely high.

4) **Bandwidth:** Bringing in 100 mbps of bandwidth might be hard at an office location. Try bringing in a full 1 gbps or 10 gbps and it could be impossible. Add a redundant line from a different provider and I think you can see how the costs start to pile up. Data centers have large bandwidth pipes and they receive connections from multiple providers. This provides you many benefits for a fraction of the cost. Use the data center's economy of scale and you will get better service for less cost in most cases.

5) **Security:** Data centers are built to be secure by nature. Data centers are protecting millions of dollars of hardware and have many security features built into them when the center is being designed. For example,

a data center may have biometric or key card access and regulated entry into certain parts of the building. Data centers also have 24/7/365 security camera surveillance and staff on-site protecting the equipment.

6) **Compliance / Certifications:** Many organizations need to prove they are protecting the data they host and an audit may be required to prove this. Data centers already hold these certifications and this can save businesses thousands of dollars per year. Certifications like SSAE16 Type II, PCI, HIPAA, and Safe Harbor are just a few of the items that may be required when hosting a customer's data.

7) **Cost:** Creating and managing even a small data center can be very expensive. Is it worth the expense to build your own data center when it may not be as reliable as a local colocation facility? You need to factor in the cost of not only the infrastructure but also ongoing maintenance. Also, it is hard to determine how much money you risk to lose if you are hosting in an unreliable location.

XPERTECHS®
"Xperience the Difference"

The Importance of Focus

There are songs about it (think "One" by U2), there are stores named after it (think Pier 1 Imports), and every sports team on the planet says it is number one after an exciting victory. It's good to be number one.

Now think about "two." There are few songs about number two, fewer stores, and I don't believe any team marches around proudly cheering, "We are number two!"

We all know intuitively that being number one means you are the best. And every single entrepreneur in this world aspires to be the best at something. Yet somewhere between our entrepreneurial intuition and our business brain, we lose the focus on being number one.

Instead of excelling at one thing, we think it is "logical" to be offering more and more things to more and more people. We try to become a "one-stop shop," and ultimately our customers just hear the "middle part" and STOP. This leads our business to become a blight of mediocrity.
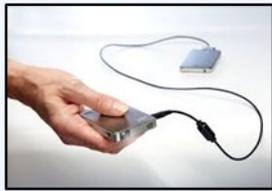
It doesn't matter what business you are in, your success lies in your ability to become number one. The formula to becoming number one is pretty simple – just do one thing better than anyone else. Not a few things, not a lot of things – just do ONE THING better than anybody else and focus on that. Here are the three things you need to get there:

1. Stop Thinking You Can Do It All – You probably can do it all. You just can't do it all well. Successful entrepreneurs focus in on the one thing they are best at and devote themselves to mastery of it. The rest is assigned to others through partnerships, contracts and colleagues.

2. Be Bold – When you discover what you are great at, you need to put it out there, BIG TIME. The most important differentiator between the "number ones" and everyone else is that they don't care what all the other people think about them. They care only about what they know to be right, and then put themselves out there unabashedly. When the minority responds feverishly and enthusiastically to your boldness, you have the most significant indicator that you are number one in your niche. Over time that minority will become the majority. Audacity is often the only thing that separates two equally talented entrepreneurs.

3. Teach It – Masters share knowledge. The more you teach, the more you learn about what you are teaching. Others will gain knowledge from you, but also will gain respect for your expertise. As people come to appreciate your abilities, they will crown you king, and all the riches go to the king.

Build a business and be an entrepreneur who is driven to be number one. No longer worry about what the competition is doing, and no longer think about how you can bring in a few more dollars by "just doing a few more things." Instead start worrying about what you are doing to be unique and different. Instead start thinking about the one thing you can do to bring in a king's ransom. Just be humble, for God's sake, and don't brag to the world that you are number one… that won't serve you well.

MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and an author .

A Note from Michael's Desk …

A new year is upon us and with that comes a renewed focus and exciting change!!! 2013 was an adrenaline-charged year for XPERTECHS. 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, introduced new service offerings, and were recognized by the Baltimore Business Journal as a Top 50 Fastest-Growing Company. In addition, we were recognized by Microsoft as a Top 5 Office 365 Service Provider in the Mid-Atlantic region.

We have put together plans for 2014 that will exceed those results and make our company even stronger. We are starting the year by increasing our Service Desk staff with a new hire in January – geared toward improving our time to resolution for Level 1 & 2 service tickets. We are expanding our service offering to include new **vCIO** capabilities and a more robust Colocation and Cloud based service. We plan on bringing new Storage Area Network (SAN) technologies to enhance the growing data requirements of our clients and enlarging our demo program for laptops & tablets.

2014 is shaping up to become an exhilarating year. We look forward to serving you with all your IT requirements as we strive to become your "Trusted IT Advisor".

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

**Remember, our clients run a better business
with XPERTECHS on their team!!!**

BALTIMORE
BUSINESS JOURNAL

Fastest Growing Companies For 2013

XPERTECHS is honored to be recognized on the Baltimore Business Journal's list, as one of the 50 fastest growing private companies in the greater Baltimore area.

The list surveyed over 1,200 companies in the region and examined their revenue growth from 2011 to 2012. During that time-span, XPERTECHS significantly increased their yearly revenue which landed them on the 2013 list.

This is a remarkable distinction considering XPERTECHS was also celebrating our 25th Anniversary. We are honored to make this list because very few firms achieve this award and even fewer firms have accomplished this recognition in there 25th year.

Over the last three years, and especially in the last year, we have focused on developing new business strategies by exploring new revenue streams. From these changes we have seen our company grow rapidly and we are proud to say that 2013 was a very successful year!

We are grateful to our existing clients and the many new customers we are able to serve this past year!

9 Ways To Kick Off Your New Year By Disconnecting From Technology (At Least A Little Bit)

The New Year brings renewal in our lives. It is a time that many people vow to make changes to correct certain behaviors in their life that are causing them pain or harm. With technology improvements, it has rapidly become difficult to disconnect from technology, which can cause harm in our health and sanity.

Here are 9 simple steps you can take this year to disconnect from your technology, even if for just a little while:

1. **Turn it off.** Whether overnight or on a day each weekend, turn off technology and feel the peace of disconnecting from the connected world.
2. **"No Tech Night."** Get your family involved. Turn off the TV. No iPhones or tablets. No work to catch up. Read a book. Play a board game. Or even just talk with each other!
3. **No E-mails First Thing In The AM.** Focus on YOUR biggest task first before you dive into everyone else's agenda.
4. **Social Media 1x Per Day Only.** Set a certain time each and every day to check social media and then stay off the rest of the day.
5. **Read Actual Printed Materials.** Books, magazines, a real newspaper or this monthly newsletter!
6. **Don't Sleep Next To Your Phone.** Leave it in the other room. You'll sleep easier.
7. **Get Outdoors.** Simple, but effective.
8. **No Cellphones During Dinner!** Enjoy your food and the company around you.
9. **Set Your "Work Hours" And Stick With Them.** You're not expected to work every hour of the day. Take your life back and just live a little.