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JANUARY 2015



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FOLIO 1040



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TECH TRENDS

XperText

“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



An IMPORTANT Security Warning For Businesses Running Windows Server 2003

If your organization is currently running Microsoft Server 2003 on one or more servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

Please take a moment to read this important announcement.

As your local Microsoft Gold Partner, we are aggressively reaching out to all businesses along the Baltimore and Washington Corridor that use Microsoft Windows Server 2003 to alert you to this serious security risk to your organization and inform you about what you need to do now to protect your company.

All Machines Running Windows Server 2003 Must Be Replaced Very Soon

Microsoft has officially announced that it will retire support on the Server 2003 operating system on July 14, 2015. Once support ends on this 11-year-old product, there will be no further patches or security updates, exposing any company running this software to major security and compliance risks. Any server with this software installed will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other business-crippling problems you do NOT want to have to deal with. You MUST upgrade any servers running this operating system.

We are committed to helping all businesses in the Baltimore and Washington area reduce the risk and expense of upgrades by offering a Windows Server 2003 Migration Plan for FREE.

The first step in any major project is preparation. At no cost, we'll come to your office (25 plus PC's) and prepare a customized Server 2003 Migration Plan for you. In this plan, we will map out the exact steps you need to take to ensure proper migration, including the need for planned downtime, software and data restore procedures, and alternative migration options that minimize the costs involved.



Internet Vigilance

Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. Threats exist on a global scale.

Cybercriminals want information. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

What can you do? Stay vigilant.

Visit web sites you know and trust: This is the simplest and most effective way to keep safe.

Keep your web browser and computers up-to-date with the latest patches and security updates: While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computers. Don't ignore these updates!

Know web sites you input personal information or credit card information into are secure: Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

Make web sites you visit more secure: Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.



Social Media Marketing Tools: 8 Tips

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:



1. **Mention: Google Alerts for the social web.** Mention helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
2. **Buffer: Social media publishing plus powerful analytics.** Buffer is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
3. **Feedly: Content discovery.** Finding great content to share with your audience is easy with Feedly. Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
4. **Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where Twitter Counter comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
5. **Zapier: Link favorite social services.** Zapier connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up automatic notifications inside HipChat rooms for Tweets, MailChimp campaigns or new RSS items.
6. **Bottlenose: Intelligence for social networks.** Bottlenose features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
7. **Followerwonk: Follower analysis for Twitter.** Followerwonk breaks down your followers into demographics so you can understand them better.
8. **Quintly: Social analytics for brands.** Quintly is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram.

Celebrating 15 Years of Service

XPERTECHS employees, Kim Ferguson, Financial Controller and Thomas Lang, Senior Engineer, both recently celebrated their 15 Year Anniversary with XPERTECHS. Their endless contribution has made a huge difference in the strength of our XPERTECHS team.

Thank you both for your diligence, commitment and dedication to working and winning together to achieve World Class status these past 15 Years!

Top Tech Gadget Of The Month



HP EliteBook Folio 1040

The EliteBook Folio 1040 from Hewlett Packard was recently voted the best laptop by CRN magazine. The 1040 is fast, offers long battery life, is reasonably priced and can be serviced by resellers with the right training and tools. The 1040 boasts an Intel Core i7 dual-core Haswell processor which performed well when tested and ran for more than four hours on battery. There are Core i5 and touch-screen options. The newest feature of the Folio 1040 is a 4 x 2.5-inch Synaptics ForcePad, a new type of multigesture, pressure-sensitive touchpad that's comfortable and responsive, but may take some getting used to.

A BIOS feature called Embedded Sure Start provides hardware-based boot-block protection that's invisible to the CPU and therefore to viruses. At boot time, the tool determines whether the BIOS has been tampered with and can restore the last known good BIOS. This also enables administrators to conduct system updates that can resume in the event of a power interruption. HP also added extra password protection and management, a secure shred feature, an optional biometric scanner with fingerprint enrollment, and full-drive encryption. The razor-thin, 3.3-pound Folio is slim and the list pricing starts at \$1,299.

Source: www.crn.com

A Note From Michael's Desk...

A New Year is upon us and with that - once again - we face many changes!!!

2014 was a very exciting year for XPERTECHS. We added three full-time employees to our staff, several new clients to our XperCARE Managed Services, received awards and accolades for our customer service, achieved the MSPmentor Top150 North America IT companies, and introduced two new service offerings.



We have put together plans for 2015 that will exceed those results and make our company even stronger. We are starting 2015 by increasing our Service Desk staff with new experienced hires – geared toward improving our time to resolution for Level 1 & 2 service tickets. We are also focusing on retiring all the Windows 2003 Servers that still exist out there (you know if you are one of those clients), replacing all those Windows VPN based remote access methods, improving the security for all our clients' networks and offering improved storage alternatives for that growing data that every organization needs to address.



Microsoft & Adobe Critical Updates

Microsoft and Adobe recently released several updates to fix critical security flaws, some of which are already being exploited. As always, it is best to make sure you are up to date on any software you use and to apply updates as soon as they are available.

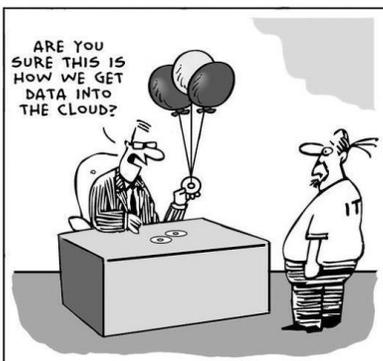
Microsoft released several update bundles to fix dozens of security vulnerabilities in the Windows operating system. Seven of the updates fix what Microsoft calls "critical updates" which are potential exploits that would allow systems to be taken control of by merely visiting infected websites. The updates also fix issues in Internet Explorer, Microsoft Word and Office Web Apps, including Office for Mac.

Adobe's update is for users of Windows and Mac users and fixes six vulnerabilities in Acrobat, Reader and Flash that would allow hackers to take over affected computer systems. One of these exploits is already in use by hackers.

The Lighter Side...

Trivia Tech Notes— Did You Know?

- ◆ The technology contained in a single Game Boy unit in 2000 exceeded all the computer power that was used to put the first man on the moon in 1969.
- ◆ Hackers in 1999 discovered a flaw that allowed logging in to any Hotmail account with the password “eh.”
- ◆ A man patented something eerily similar to an iPod in 1979!
- ◆ The power source for NASA’s Curiosity rover barely outputs enough energy to power a ceiling fan!
- ◆ Google has bought an average of one company per week since 2010
- ◆ Smoking near Apple computers voids the warranty.
- ◆ The Recording Industry Association of America tried to outlaw MP3 players in 1998!
- ◆ MIT has built a robot that can assemble IKEA furniture on its own!
- ◆ There is a \$300,000 watch that doesn’t tell time!
- ◆ Scientists are working on technology that would allow the road to charge electric cars as they drive on it.
- ◆ The Department of Defense used 1,760 PlayStation 3’s to build a supercomputer because it was the cheapest option!
- ◆ All the batteries in the world could only support 10 minutes’ worth of the world’s demand for energy.



Top Tech Trends of 2015

When you’re an innovative company, staying up on the latest trends in technology isn’t a choice. But how do you know which trends are worth investing in.

Here are some top SMB IT Trends for 2015:

1. **Companies will devise business strategies that leverage technology.** Companies will begin to view technology as a strategic advantage and will integrate the technology strategy to enhance the business objective.
2. **More companies will move to the cloud.** According to Intuit, 4/5 SMBs will be “fully adapted” to the cloud by 2020. Many organizations will make moves to migrate their business data and workflows into a cloud based system in order to eliminate on-premise hardware, replacement expenses and benefit from the mobility that cloud integration can provide.
3. **More companies to move away from in-house in favor of outsourced partners.** More and more we’re seeing companies make efforts to cut in-house costs so they can focus on innovating and streamlining the business. In 2015, we anticipate that one of those costs is going to the in-house IT department. It’s nearly impossible to compete with the cost efficiency, access to expensive software and management applications, and diversified technical resources.
4. **Risk-Based Security and Self-Protection.** In the wake of continual high-profile cyberattacks that have been levied against businesses worldwide, cybersecurity must become a priority investment for the modern-day corporation. The increasingly complicated security landscape is expected to prompt multilayer security strategies, but the adoption of a proactive risk management strategy aimed at detecting crimes before too much damage is done is predicted to be the most important priority of 2015.



Taking Time Off The Field to Help Others The 2014 Paul Rabil Foundation Gala

XPERTECHS President, Michael Mellott and his wife Kathy, recently attended the Annual Holiday Gala Event for the Paul Rabil Foundation in Baltimore.

This event is hosted by Paul Rabil, Major League Lacrosse First Team All-Pro and All Star! Proceeds from this event are used to fund student scholarships at the Lab Schools in Washington D.C. and Baltimore and the Jenicy School in Baltimore.



The Paul Rabil Foundation is committed to helping children across the country realize their full potential, especially those with learning differences. They support programs and partnerships that advance the lives and opportunities of these students through sports. XPERTECHS is proud to be a sponsor of this exceptional foundation. To learn more, visit www.labschool.org and www.paulrabilfoundation.org