



▶ 5 STEPS TO PROTECT YOUR BUSINESS FROM CYBER CRIME



▶ THE 3 BIGGEST MISTAKES BWC BUSINESS OWNERS MAKE WITH THEIR NETWORKS



▶ MICROSOFT GOLD CERTIFIED PARTNER

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XperText

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

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

5 Steps To Protect You Business From Cyber Crime

A Seattle company was recently broken into and a stash of old laptops was stolen. Just a typical everyday crime by typical everyday thieves. These laptops weren't even being used by anyone in the company. The crime turned out to be anything but ordinary when those same thieves (cyber-criminals) used data from the laptops to obtain information and siphon money out of the company via fraudulent payroll transactions. On top of stealing money, they also managed to steal employee identities.

Another small company was hacked by another “company” that shared the same high-rise office building with them. Management only became aware of the theft once they started seeing unusual financial transactions in their bank accounts. Even then, they didn't know if there was internal embezzlement or external cybertheft. It turned out to be cybertheft. The thief in this case drove a Mercedes and wore a Rolex watch... and looked like anyone else walking in and out of their building. Welcome to the age of cybercrime.

You Are Their Favorite Target

One of the biggest issues facing small businesses in the fight against cybercrime is the lack of a cyber-security plan. While 83% lack a

formal plan, over 69% lack even an informal one. Half of small business owners believe that cybercrime will never affect them. In fact, small businesses are a cybercriminal's favorite target! Why? Small businesses are not prepared and they make it easier on criminals.

The result? Cyber-attacks cost SMBs an average of \$188,242 each incident and nearly two-thirds of the businesses affected are out of business within 6 months (2011 Symantec/NCSA Study). A separate study by Verizon showed that over 80% of small business cybercrime victims were due to insufficient network security (wireless and password issues ranked highest). With insecure networks and no formal plan to combat them, we make it easy on the criminals.

How They Attack

The #1 money-generating technique these “bad guys” use is to infect your systems with malware so that whenever you (or your employees) visit a web site and enter a password (Facebook, bank, payroll, etc.) the malware programs harvest that data and send it off to the bad guys to do their evil stuff.

They can get to you through physical office break-ins, “wardriving” (compromising defenseless wireless networks) or e-mail phishing scams and harmful web sites. Cyber-criminals are relentless in their efforts, and no one is immune to their tricks.

5 Steps To Protect Your Business

Get Educated. Find out the risks and educate your staff.

Do A Threat Assessment. Examine your firewall, anti-virus protection and anything connected to your network. What data is sensitive or subject to data-breach laws?

Create A Cyber-Security Action Plan. Your plan should include both education and a “fire drill.”

Monitor Consistently. Security is never a one-time activity. Monitoring 24/7 is critical.

Re-Assess Regularly. New threats emerge all the time and are always changing. You can only win by staying ahead!



Free Report Download

What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

If you're not certain your computer network is secure and protected, call us for a **FREE Network Assessment** and find out for sure if you're protected or not!

Download your free copy today at: www.XPERTECHS.com/reports or call our office at (410) 884-0225



The 3 Biggest Mistakes Baltimore/Washington Corridor Business Owners Make With Their Computer Networks That Cost Them Time, Money And Aggravation

Want to avoid the most common and expensive computer problems that most Baltimore/Washington Corridor business owners experience? Then read on! We've compiled a list of 3 things you should be doing to save yourself a lot of time and money by avoiding a big, ugly computer disaster.



1. Have an automated off-site backup system in place. I cannot stress the importance of this enough. Having an off-site backup of your data will be the equivalent of wearing a seatbelt in a major accident. You don't think much about it until you need it, and then you will thank your lucky stars you had it in place.

2. Centralize your data on your server - do not store data on local PC or laptop. At one time, servers only made sense for large organizations because of their high cost and complexity. But today, there are very affordable and easy-to-implement server systems designed specifically for any size small business. Depending on your business needs, your server can be in your office or hosted in the cloud. A server will not only speed up your network, but it will also make backups easier, allow secure remote access (allowing you and your employees to work from home or on the road) and make it much easier to share documents, databases and printers.

3. Keep your anti-virus software up to date, and perform weekly spyware scans. Almost everyone understands the importance of anti-virus software, but many businesses still do not perform weekly spyware sweeps. Spyware can cause a host of problems, including slowing down your systems, pop-up ads and even identity theft.

Want An Easy Way To Make Sure You Aren't Making These 3 Mistakes (Or Others) In Your Business? With our XperCARE Proactive IT Managed Service program, we take full responsibility for managing your computer network! This service is guaranteed to eliminate expensive, frustrating computer problems and give you the peace of mind that your data is safe and secure.

To learn more, visit: www.XPERTECHS.com/XperCARE

OUR CLIENTS
SPEAK OUT:



Reliable and Responsive Support

"Michael and his group has consistently solved our IT needs, most of which they are able to do from offsite monitoring, but when called upon, have been prompt, courteous and very capable, and have solved every problem we could throw at them. It's been a very good relationship. I strongly recommend them." - Kevin Kelehan, Partner

Carney, Kelehan, Bresler, Bennett & Scherr, Columbia, MD



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XperCARE Client Updates

SI Restoration Baltimore, MD

SI Restoration recently migrated to Office 365 and was so pleased with the results that they added another company they own to the Microsoft platform.

Boggs & Partners Architects Annapolis, MD

After surviving the recent recession, BPA recently completed a desktop upgrade to new, high powered workstations and new software.

Carney, Kelehan, Bresler, Bennett & Scherr Columbia, MD

Carney Kelehan recently upgraded their remote access server to the new Microsoft Remote Desktop solution. During the process, we also implemented a new BDR and reorganized their server room into a rack configuration.

Network Building & Consulting Hanover, MD

NB&C has been adding new employees at a rapid pace. New laptop rollout and software upgrades have made this client state-of-the-art.

Our clients are implementing emerging new technology that will enhance their business!



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There Is No Success Without Ex's

I was invited to speak at FedEx World Headquarters where I delivered two programs. I also had the wonderful opportunity to take a tour of their **Memphis Hub Operations** and see how they are able to process over 600,000 packages per night while it was actually happening. It was an amazing sight to behold.

I wanted to talk to them on a personal level so they could advance their own careers while at the same time helping their company. I also wanted to create something special for those who attended my sessions that would be memorable and have a direct correlation with FedEx.

Then it hit me ... the "**Ex**" in their corporate name ... stands for so much more than "**Express**." Just as FedEx has added, evolved, changed, tweaked and greatly improved on everything they do, I told my audience they too needed to do the same. I then gave them a list of "**Ex's**" to follow that would ensure not only their success in business but also in life. I told them they needed to ask themselves:

- Do I **Excel** at my job
- Do I always give **Extra**
- Do I avoid making **Excuses**
- Do I **Exert** maximum effort
- Do I set the right **Examples**
- Do I **Exceed** what is required
- Do I **Exhibit** the best judgment
- Do I always strive for **Excellence**
- Do I **Exhaust** all possible solutions
- Do I always **Extend** a helping hand
- Do I **Exemplify** the best standards
- Do I strive to be **Exceptional** at my job
- Do I **Experiment** at new ways to do things
- Do I **Execute** according to proper procedures
- Do my peers considered me an **Expert** at what I do
- Do I **Examine** all mistakes to fully understand their cause

Regardless what company, association, or organization you work for, if you follow this list of "**Ex's**", everyone will want you. You will be known as the person they can always count on because you always deliver ... **you will be Exceptional.**

To establish and maintain a position of supremacy in anything you do requires that you start incorporating the "**Ex's**" in all aspects of your life and business. It's your choice ... you can either do it or you will simply be "**Excluded**" from that list of people who succeed in life, and that is the one "**Ex**" I surely want to stay away from. **So remember... Let the Ex's mark your path on your journey towards success.**



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H. W. Bush, Anthony Robbins and Steven Covey.
www.robertstevenson.org/



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The Lighter Side: Useless Summer Fun Facts



- The Eiffel Tower can grow by more than 6 inches in summer due to the expansion of the iron on hot days.
- July is the month where most ice cream is sold in the US. Americans eat about 5.5 gallons of ice cream per year on average.
- Popsicles were invented by accident in 1905 by 11 year old Frank Epperson. He mixed soda and water and left the mixture out overnight with the stirring stick still in it. Since the temperature was low, the mixture froze.
- Watermelon is not a fruit, but a vegetable.
- Many people enjoy throwing Frisbees in summer, but they were originally designed as pie plates in the 1870s. Students started throwing them in the 1940s.

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This Is Our Best Offer Of The Year ... And You Only Have 29 Days Left To Respond!

5 Great Reasons Why Summer Is The Best Time To Upgrade Your Computer Network Or Start That New Project You've Been Thinking About



Reason #1: You get to take the investment off your taxes

THIS YEAR! Thanks to a tax deduction titled a 'Section 179 Election,' you can buy or lease up to **\$500,000** in new office and computer equipment and expenses, and write off that entire amount on this year's tax return. However, the election has to be made in the year of purchase, which means you have to purchase or lease before the end of 2013.

Reason #2: In the summer, we can get the work done FAST! Most people take time off for vacations during the summer, putting all projects on hold until the fall. However, NOW is the best time to get started because our schedule is lighter than usual, and we can get your project scheduled and completed faster than any other time of the year!



Reason #3: Downtime isn't as big an issue. If we do have to take your network offline for a few hours to perform maintenance or an upgrade, you won't have to worry about being smack dab in the middle of a busy season.

Reason #4: You get the BEST savings and discounts ever. Because most manufacturers are trying to boost numbers during the summer, they are willing to give even bigger discounts on products and services.

Reason #5: We're giving away a FREE 30-Day Trial of our XperCARE Proactive IT Managed Service plan! All computer networks need regular ongoing maintenance—and if you hire us to do any network upgrade or project this month, we'll throw in a FREE month of ongoing support and maintenance!

**Call Us Today To Get A No-Hassle Quote
On Any Upgrade Or Project! (410) 884-0225**

Microsoft
GOLD CERTIFIED
Partner

XPERTECHS Retains Microsoft GOLD Midmarket Solution Provider Status

We're Invested In Your Business Success

XPERTECHS has renewed its Microsoft GOLD competency as a Midmarket Solution Provider for our extensive experience and skills in this area. Our Microsoft competency places us in the top 5 percent of Microsoft partners for our expertise. XPERTECHS is committed to staying deeply informed about the latest Microsoft products and technologies so we can create innovative solutions to give our clients a competitive advantage.

