



▶ DON'T LET YOUR COMPUTER GUY SCARE YOU INTO SPENDING THOUSANDS ON AN UPGRADE!



▶ THREE WAYS MANAGED SERVICES IMPROVE YOUR BUSINESS



▶ 3 MICROSOFT EXCEL FUNCTIONS CERTAIN TO MAKE YOUR COMPANY MORE PRODUCTIVE

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

Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, “What’s the big deal in keeping everything?” While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don’t do so because they think it’s the best way, but because they aren’t sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing?

Here are 4 data-retention strategies you must consider:

1. **Start with the storage analysis, not the storage technology or procedures.** Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.
2. **Segment user populations.** Use categories such as executives, back-office employees, sales and people who deal with the company’s intellectual property and treat their data differently.
3. **Be precise and consistent with data-retention policies. Don’t confuse backup with archiving.** Since backup systems don’t generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business.

If your business has 20+ PCs, please **contact us by July 31st at (410) 884-0225 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**



Three Ways Managed Services Improve Your Business

If you are running a business of your own, you might be asking yourself, "Do I need Managed Services?" IT problems may be largely minimized or halted even before they occur if you have an IT consultant that constantly monitors your network.

But despite this, many companies still tend to shy away from Managed Services. They believe it's an extra expense that they are better off without, since Managed Services typically involve monthly or annual fees. What companies don't realize is that without Managed Services, they may be spending more than what they thought they saved by not signing up. Here are three reasons why you should choose Managed Services:

No unplanned expenses – Fixing IT problems will cost you, and more often than not, it's not a measly cost. You'll be forced to shell out money unexpectedly so that you can address the problem as soon as possible to minimize the effects on your work. With Managed services, you can allocate your budget accordingly.

Lower staffing costs – Filling-in IT staff positions is often expensive, and more tedious. Managed Services provide you with trained personnel who specialize in managing your network for a much lower cost.

Increased operations efficiency – With no network problems occurring, the efficiency of your operations would noticeably increase. Customers would be happy and your employees would be free from frustration. All of this leads to higher revenues. So give Managed Services another look – you'll be glad you did.

Source: TechAdvisory.org

Don't Let Your Current Computer Guy Scare You Into Spending Thousands Of Potentially Wasted Dollars On That New Upgrade!

If you're planning on refreshing, expanding or upgrading your computer network within the next 6 months, I'd like to show you a potentially far superior way to get the up-to-date computer network you need without the heavy costs, complexity and problems associated with most IT upgrades. In fact, we typically lower our clients' IT upgrade and maintenance costs while simultaneously:

- * Eliminating or drastically reducing system crashes, slowness, viruses and other annoying technical problems.
- * Delivering disaster recovery so you'll never lose data due to a server crash, virus, hardware failure, disgruntled employee, fire or other data-erasing disaster.
- * Providing the freedom and flexibility to work from anywhere, anytime, on any device.

How Do We Deliver These Results?

By utilizing smart, efficient cloud computing technologies, we not only simplify IT for your company, but also free you from having to purchase, install and maintain complex, expensive IT systems in house. We call it our **Cloud Xperience**.

A Free Cloud Readiness Assessment shows you how to scare away that big fat expensive server upgrade bill.

At no cost or obligation, we'll come to your office and conduct a thorough review of your computer network, backups and technologies. We'll analyze how you're working right now and what areas are giving you the most problems. From there, we'll show you a simple, cost-effective plan for upgrading your network to the cloud versus the traditional on-premise server and network you currently have.

Even if you decide NOT to move your network to the cloud, you'll find the information that we share with you to be extremely valuable and eye-opening as you make future decisions about IT.



XPERTECHS Focuses On Our Business & Systems

"XPERTECHS has done a great job of focusing on us, our business and our software. In our business when our software goes down, we can't help our customers. XPERTECHS has been right there helping to get us back up and running right away so we can continue to serve our customers in a timely manner. We needed a technology partner that would come alongside us and help us make the right choices for our business.

- Pat McElroy, President, Tim's Automotive & Towing

TIM'S
AUTOMOTIVE & TOWING

REAL CLIENTS!

Get More Free Tips, Tools, and Services at our Website: WWW.XPERTECHS.COM

Shiny New Gadget Of The Month:



Inflatable Movie Screen

This 120-inch-diagonal airblown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also great to use indoors or out for fund-raising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for “tremendous” fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at www.skymall.com for about \$250.



3 Ways To Use Questions As A Negotiating Tool

In any kind of negotiation, your ability to ask the right questions—and ask them in the right way—determines the vision created that drives the decision your adversary will make. Who asks the questions determines who's in control of the dialogue, how your adversary feels about you, and what kind of critical vision you can create to land the deal-making advantage. Here are three questioning principles that will serve you well.

#1 - Always create vision with questions by starting questions with an interrogative—who, what, when, where, why, how, and which.

Interrogative-led questions are the key means of discovery. Never ask a question that can be answered with "yes," "no," or "maybe." When this happens, you lose control; advantage goes to your opponent. Here are some examples:

- ◆ Wrong: Is this the biggest issue we face? Right: What is the biggest issue we face?
- ◆ Wrong: Do you think we should bring Mary into the loop? Right: Where does Mary fit into this?
- ◆ Wrong: Does it fit into your needs? Right: How does it fit?

#2 - Take every opportunity to nurture your adversary—with your delivery and your phrasing—as you ask questions.

Nurturing must not be confused with being easy and soft. Rather, it's a human effort at communicating through behavior that brings down barriers. It allows open exchange of information that gives you access to their vision and concerns.

- ◆ Not nurturing: Adversary: What will this option do for me?
You: Well, what's your biggest challenge at the moment? (too aggressive)
- ◆ Nurturing: Adversary: What will this option do for me?
You: That's a good question, Sam. Before we get into that, what is the biggest challenge you face? (more respectful; puts Sam at ease)

#3 - Answer questions with a question, even if you think you already know the answer. This is called a "reverse." A reverse assures that you're dealing with the real question *for you*, thereby allowing you to gather more insight and information for your side, giving the other side a chance to provide you with clarification.

- ◆ Reverse: Adversary: How much does it cost? You: Well, that depends on a number of different facets of control. What areas require control?

XPORTECHS Welcomes New Team Members!

We are proud of the growth that our team continues to experience and are excited to welcome Scott Kellner, our new Network Administrator to the XPORTECHS Team. Scott is a 2004 Graduate of York Tech, with previous experience in Hosted server environments and broadcast engineering.

Sean Shiflett also joined the team this month as a Service Desk Technician. Sean graduated from Towson University this past May with a Bachelors degree in Information Technology .



How Much Work Are Your Employees *Really* Getting Done?

Interruptions come in many forms. Phone calls, emails, faxes, colleagues, vendors. And once a person is interrupted, it can take as much as 30 minutes to get back on track.

According to a recent study from the University of California, employees have an average of only 11 minutes of uninterrupted time on any given project; and they typically have 12 projects going at once. All this interruption adds up to over 10 ½ hours of unproductive time per week, says the study.

So what advice does the study give to resolve this productivity loss? Close your email, let your phone go to voicemail, and shut your door – at least until the next crisis strikes.

3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections while we know there is so much more there. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

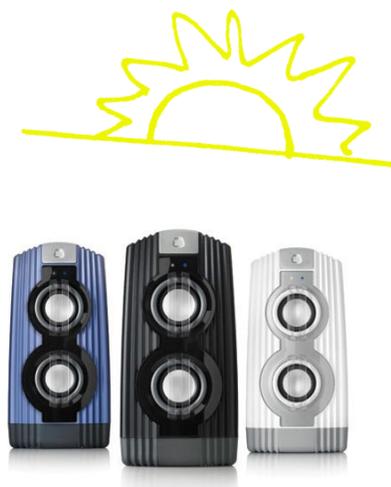


1. **Conditional Formatting.** Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will “pop out” based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.
2. **CountIF, SumIF and AverageIF.** These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. And the supercool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.
3. **Paste Special.** I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers and more!

HOT SUMMER GADGETS

G-Go Portable Wireless Bluetooth Speaker

Summer is here, school is out, and vacations are beginning. While you are traveling this summer, pack some fun that is easy to take along with you! The G-GO is a Bluetooth wireless, water-resistant, and rugged portable speaker. The G-Go can be used in the kitchen, bathroom, at the beach, pool, and other environments with potential exposure to water.



The G-GO speaker makes it easy to stream audio wirelessly from any Bluetooth capable device to listen to music or movies while you're on-the-go this summer!

You can purchase a G-Go for under \$75 at Target.

Stay Connected with XPERTECHS



www.facebook.com/XPERTECHS



[@XPERTECHS](https://twitter.com/XPERTECHS)



www.linkedin.com/company/XPERTECHS

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