



▶ IS MOVING TO THE CLOUD RIGHT FOR YOUR BUSINESS?



▶ ARE YOU GETTING SCROOGLED BY GOOGLE?



▶ WHY YOU SHOULD BE FINISHED WITH OFFICE XP ONCE AND FOR ALL

JUNE 2013

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

If I Were Buying What You Are Selling, Would I Buy It From You?

Rosser Reeves coined the phrase “unique selling point” back in the 1940s when researching why some advertising campaigns worked better than others. Since then it has been used by various marketers and has morphed into “unique selling proposition,” which is now more commonly used. Ogilvy said you need a “big idea.” Trout says you need to “differentiate or die.” Others talk about your value proposition or competitive advantage.

Regardless of how you phrase it, the meaning is the same: **What's the single most compelling reason why a prospect should buy from YOU over all the other options, vendors and choices they have?** The key word in unique selling proposition is, of course, unique. The answer should be unique to you and dependent on your company's abilities, systems, niche and offering. Here are some guidelines that we've used:

First, your services have to be FOR somebody specifically, not the masses. When I ask many local companies “What's your target audience,” I'll often hear, “Anyone that lives in the such-and-such area.” Bull. A “family of 4” is different than

a 5-person company and is an entirely different animal than a 100-person company. Totally different situations, needs, budgets, etc. You can't niche the phone book. That doesn't mean you must have a particular vertical to be successful. You can certainly have a variety of people as clients; but I would urge you to find the commonality of those clients be it size, income, pace of growth, consumer/business, etc.

Second, whatever makes you unique must be RELEVANT to your clients—something exciting, engaging or of particular value to the person paying you money. That means you need to know what your competition is offering and doing and find that point of difference that matters the most to your clients and MASTER it. For my company, our USP is removing the operational hassles of technology by providing a personalized proactive approach to IT for companies with 25-250 users, as opposed to a break fix model like some of our competitors. Now that doesn't mean that we aren't able to support other companies that are outside of this definition, but we are able to define who we work best with, and that's important. It's

important that our USP is true, is unique to us (therefore cannot be copied) and is relevant to the people we want as clients.



If you're struggling to figure out what your USP is or what it SHOULD BE, find out what the top pet peeves are for prospects in your niche. What on an everyday basis are they trying to get rid of? Once you know that, make it your personal mission to eliminate those irritants or solve those problems better than anyone else.

Then you can back your claims up with facts and statistics, client case studies and guarantees. That's how we started out, and it's working pretty well for us so far. This process is really never done, but we're confident that for now we know who we serve and what we do best to serve them.



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Welcoming Our Newest
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Hopkins & Wayson is a full-service, family-owned General Contracting Company that supports a full range of building services for commercial, industrial, retail, restaurant and petroleum industries in the MD/DC/DE/VA metropolitan area.

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Are You Getting “Scroogled” By Google?

If you use Google for search, Gmail for e-mail or an Android phone as your smart phone then, according to Microsoft, you're getting “scroogled” daily!

What exactly does that mean? Well, according to www.scroogled.com, it means that Google systematically uses your private information that it collects online through your search, your emails, your Android app store purchases, and more, to sell more ads.



And there's no way to opt out.

Let me explain further how they do it with a few examples:

- **Gmail:** Google's systems go through all of your personal Gmail emails ever sent and received looking for keywords they can use to target you with paid ads. So that email you just sent to your spouse, your child or whomever you just sent it to... Google is looking to see how they can use that to target you with advertisements. And 46% of users of the e-mail service don't even know it. Great for advertisers. Not so great for your privacy.
- **Google Android App Store:** When you buy an Android app from the Google App Store, they give your full name, e-mail address and the neighborhood where you live to the app maker. This occurs without clear warning to you every time that you buy an app. That might be OK in a handful of instances, but it's impossible to tell what the app maker might do with that information. App makers are spread all around the world and not all app makers are trustworthy.

Consumer Privacy Groups are up in arms about this blatant sharing of your personal information. A Consumer Watchdog Complaint to the Federal Trade Commission on Feb 25, 2013 said “The various applicable Google privacy policies promise not to share user information collected by Google outside of the company. The policies contain no exceptions that would justify Google's disclosure to app developers of confidential user information.”

In full disclosure, the term “Scroogled” has recently been hyped up in a series of big marketing campaigns bashing Google's services. So are these privacy concerns a bunch of marketing hype or real concerns to act on? That answer is really up to you.

So what to do now? Only you can determine how much you want to risk your own personal information in the hands of Google. The online world has an increasing number of security risks to consider these days and most of them don't have anything to do with Google. How do you respond? Hopefully by being informed and making decisions.



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

Shiny New Gadget Of The Month:



The Flip Pal

The Flip Pal Mobile scanner has no wires and scans directly to a SD Card (just like a camera).

Have you ever come across a picture that you wanted to scan but were afraid to take it out of the album because it was stuck? With the Flip Pal, you can leave it in the album and place the scanner right over the picture and get the scan without having to disturb anything.

The scanner has a built in screen so that you can see the scan before you are done.

The Flip Pal is battery powered, compact and lightweight. It produces high quality digital scans in 300 or 600 dpi and can scan in color. The scanner only weighs 1.5 pounds which makes it easy to carry around.

The software that comes with the Flip Pal allows you to take a number of scans and digitally stitch them together into one large picture.

The Flip-Pal retails for \$149.99.

If you would like more information, you can go to www.flip-pal.com.



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XPERTECHS 25th Anniversary & Client Appreciation Event

Last month XPERTECHS celebrated our Silver Anniversary – representing 25 years of outstanding IT support to a wide variety of customers. We were blessed to have over 60 people in attendance for the combined Anniversary and Client Appreciation Wine Tasting Event.



Most of the people in attendance have been valued clients for over 10 years while some are approaching the 20 year mark. We believe this is the trademark of XPERTECHS -- that we can truly become long term “Trusted Technology Advisors” to our clients.

In keeping with our family values, XPERTECHS Project Manager, Mike Mellott Jr., presented his father and XPERTECHS President, Michael Mellott, Sr., with a crystal leadership award, while commending him for 25 years of success in business and for being an outstanding role model for all.

We are extremely grateful and humbled by both our clients and staff for helping XPERTECHS reach this 25 year milestone. Our dream for the next 25 years represents a time when everyone can “*Xperience the Difference*” that XPERTECHS can make in their technology deployment.

We deeply appreciate each of you for allowing us to earn your business over the past 25 years. To view more photos of the celebration visit our album on Facebook. www.facebook.com/XPERTECHS



“What You Need To Know Before Moving Your Business To The Cloud”

When: Wednesday, June 19th, 11:00 AM
Where: Participate from the comfort of your own office

Register : Free XPERTECHS Webinar
www.XPERTECHS.com/events



“We were using a server that had reached its useful life and needed to be replaced. The Cloud solution was cost effective and the installation was seamless, our company was down for a few hours and all worked perfectly when the new service was activated. The Cloud Service is truly 24 x 7!”

Rob DelRiego, RBS, Inc.



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



3 Ways Managed Services Improve Your Business

If you are running a company or a business of your own, you might be asking yourself, “Do I need Managed Services? Is it really worth it considering all the costs?” With the very competitive nature of today’s market, Managed Services may be well worth it.

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, not to mention more tedious, when compared with Managed Services – and remember training costs as well. Managed Services provide you with a variety of 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. You could do more and serve more. Customers would be happy and your employees would be free from frustration. All of this of course leads to higher revenues.

So give Managed Services another look – you’ll be glad you did.

www.XPERTECHS.com/XperCARE

7 Reasons Why It’s Time To Give Up On Windows XP Once And For All

Although businesses have been getting rid of Windows XP for at least the last 3 years, the fact remains that as of last December, around 500 million users will still be running Windows XP. Here are 7 of the top reasons it’s time to finally give up Windows XP now.



1. **Tons Of Viruses.** There is a huge library of viruses aimed at Windows XP and limited antivirus support still available.
2. **XP Is OLD (almost 12 years old!).** The 1st iPod was released the same year as Windows XP. In a world where the 5th iPhone has been released, no one should be left using an O/S that pre-dates the 1st *iPod!*
3. **Least Secure Operating System (By Far!).** ALL other platforms, including Linux, all versions of Mac OS X, Windows 7 and Windows 8 are more secure than XP by a huge margin. Windows Vista is actually a far safer option (scary!).
4. **Built For A Simpler Time.** XP was created for a simpler world of technology. It was formatted to fit to a screen only 640 pixels wide, and it showcased IE6 as a new product. The internet was a different place when XP was developed. Smartphones were non-existent, laptops were a luxury and tablet computers were science fiction.
5. **No More Band-Aids.** Only so many band-aid fixes on top of each other can be effective.
6. **Support Is Ending.** Mainstream support of XP ended 4 years ago (April 2009) with only critical security updates since then.
7. **Malware Everywhere.** You can continue to use XP, but with more malware than ever. XP is by far the most vulnerable platform to connect to the internet.

XP is a relic from a different world. Use at your own risk.

A Special XPERTECHS Welcome To Our Newest Employees!

We are proud of the growth that our team continues to experience and are excited to see these new team members flourish here at XPERTECHS!

Charles Morse joined our team as a Help Desk Support Technician. He comes to us with 2 years experience from the Washington Metropolitan Area Transit Authority.

Ryan Gum joined our team as a Managed Services Engineer, Level I. He recently relocated here to Maryland and was formerly employed as an IT Technician with Dynamic Aviation in Bridgewater, VA.

And, our new summer college intern is Joe Meadows. He is a rising senior at Towson University who is majoring in Information Systems. Lots of challenges and opportunities lie ahead for Joe this summer!