



▶ HOW TO MAKE YOURSELF INVISIBLE TO HACKERS



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▶ HARD DRIVES: SSD's VS SATA's

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

3 “Gotchas” Most IT Pros Won’t Tell You When Selling You Their Cloud Solution

Are you using any cloud applications to store data? Then listen up! There are a few “gotchas” you need to know about 3rd party cloud apps that most sales reps will NEVER tell you.

1. **They aren’t responsible for keeping a backup of your data.** If you read the small print of your contract, you’ll see that in every way possible, your cloud provider is NOT responsible for data loss or backups – even if it’s their fault. In fact, Office 365 will only keep 3 days’ backup of your data; so if you delete or overwrite a file and don’t notice it until 4-5 days later, it’s GONE. If your data is important, you need to implement a backup solution that works with cloud applications.
2. **What you see may NOT be what you get.** There’s nothing more frustrating than an incredibly slow application when you’re trying to work; and the salesperson demoing the application or platform is going to make sure you only see the BEST-case scenarios for performance. But there are a lot of things that can

determine how fast your cloud applications run, such as the file size you’re working on, CPUs and RAM and storage, time of day, day of the week, your Internet connection and the number of users accessing the application. Make sure you get some verification of the speed in YOUR specific environment before spending a lot of money, time and aggravation moving to a new cloud application.

3. **What if they cancel you?** Here’s a scary situation: what if your cloud provider decides to shut down your account because they go out of business or simply decide not to service you anymore? Or what if YOU want out? Make sure you have in writing what happens if YOU cancel your contract AND what your cloud provider can and cannot do if they go out of business, cancel your account or have any other issues that would cause service interruption. Moving a network from a cloud platform is NOT a

simple task and you need to make sure you can get your data and that you’ll be given sufficient time to make the transition.

Need help interpreting any of these scenarios?

Give us a call at (410) 884-0225 and we’ll help you put in place a solid “Plan B” for any of the above issues.



How To Make Yourself 'Invisible' To Hackers

There's an old joke about two men hiking in the woods when they come across a big, grumpy black bear. Scared silly, one of the guys starts to run but notices his buddy stopped, bent-over, changing his shoes. He shouts to him, "Dude! What are you doing?!?! Why aren't you running?" to which his friend replies, "I'm changing my shoes because I don't need to outrun the bear – I only need to outrun YOU."

This is a perfect analogy for what's going on in small businesses: the "slow," easy targets are getting nailed by fast-growing cybercrime rings that are getting more sophisticated and aggressive in attacking small businesses. Last year, the average cyber-attack cost a small business \$20,752, a substantial increase from 2013, when the average was \$8,699. That's because most small businesses don't have the security protocols in place or the manpower and budget to implement sophisticated security systems. While there's absolutely no way to completely protect yourself other than disconnecting entirely from the Internet, there are several things you can do to avoid being easy pickings. Here's how:



1. **Lock your network.** While WIRED networks make you invisible to WiFi snoops because you have to access them by plugging into physical outlets or hacking modem ports, you can create a hidden or cloaked network on a wireless network. Simply disable the service set identifier (SSID) broadcasting function on the wireless router, and only users with the exact network name will have access. Small businesses like coffeehouses can also do this—just periodically change the network's information and place a small sign near the register with the current network name and passcode.
2. **Encrypt your data.** On your desktops, turn on the full-disk encryption tools that come standard on most operating systems: BitLocker on Windows-based PCs and FileVault on Macs. There is no noticeable performance lag; however, the encryption only applies when users are logged out of the system. So setting computers to automatically log out after 15 minutes without use is a good idea. And for mobile devices, use a VPN (virtual private network) to encrypt data traveling to and from your mobile devices and limit your employees' access to only the company data that they must have to do their jobs.
3. **Install firewall and anti-malware applications on all of your equipment, including mobile devices.**
4. **Disable features that automatically connect your mobile devices to any available network.**
5. **Disable printer and file-sharing options on mobile devices before connecting to a hotspot.**
6. **Check before connecting to hotspots.** If there is an unusual variation in the logo or name on the login page, beware...this could mean it's a fake hotspot designed to steal your data.

Can you guarantee that the person across the hotel lobby isn't looking at your data? Not really, but the chances of them being able to do that are greatly reduced if you take precautions to protect your business.

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Congratulations to our long time client for being one of the very best the Baltimore region has to offer and being selected as:

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Thank you for allowing XPORTECHS to serve your Technology needs for over the past 15 years!



Congratulations to our April Starbucks Gift Card Winner, Kelsey Chase from Network Building & Consulting!

If you are a current XperCARE customer, and would like an opportunity to be entered in our monthly drawing for a \$25 Starbucks gift card start filling out the survey you receive each time your support ticket is closed. We perform the drawing at the close-of-business on the last day of each month.

Top Tech Gadget Of The Month



Infinite USB

As laptops grow thinner, USB ports become scarcer. This means that if you need to connect to many printers, phones, or a mouse, you need to carry around a multiport hub to plug in various devices. But Jiange has created a USB plug that is based on a daisy chain, allowing you to plug multiple devices into one USB port. It recently launched its product via a very successful Kickstarter campaign.

The design won an IF Concept Award from one of the most prestigious design competitions in the world. Jiange has a lot more design inventions underway. InfiniteUSB cables start at \$10, and will also come in varieties that support microUSB and Lightning connectors.

<http://getinfiniteusb.com/>

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Hard Drives: SSD vs SATA What Is The Best Fit For Your Business?

The market for hard drives is saturated. This can make choosing the right hard drive for your business a difficult decision. The first thing you need to know when making this decision is what you need most from your hard drive(s). Has your out-of-the-box computer hard drive filled up and you need more space? Or is speed most important to you?

SSD (solid state drives) drives are all electronic storage devices that can be used in anything from desktop computers to mobile devices. SSD's are internal and come in a variety of storage capacity sizes. SSD's use mostly flash memory and do not require constant power in order to retain your data. SSD's also almost always win when it comes to speed. Computers running SSD's will boot faster, launch apps more quickly, and have faster overall performance. SSD drives also boast greater durability due to their lack of moving parts, making them the better choice for users who are tough on their equipment. Essentially, if speed, durability and noise factor (SSD's make very little noise at all) are most important to you, an SSD drive may be the best fit for your business needs.



Comparatively, SATA (Serial ATA) drives contain an actual spinning disk and are slower than SSD's because they are reading and writing data to this disk as you go. Almost all computers contain an internal SATA drive. These drives are available in different speeds and capacities. Typically, you will find greater capacity selection with an SATA drive, giving you more options. SATA drives are also much more cost efficient, giving you "more bang for your buck."



So when making the storage decision for your business, first decide what your most important needs are, the amount of storage you need and what your budget will be.

Please Join Us In Welcoming Our Newest XperCARE Client



CATHOLIC LEGAL
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Silver Spring, MD

Embracing the Gospel value of welcoming the stranger, CLINIC promotes the dignity and protects the rights of immigrants in partnership with a dedicated network of Catholic and community legal immigration programs.

XPERTECHS will design and implement a new Proactive IT support system using our XperCARE Managed Service.

5 Easy Ways To Free Up Space On Your Computer

More and more people are starting to use solid-state drives (SSDs). This type of drive is smaller but faster than mechanical hard drives. While SSDs will boost the speed of everything that needs disk access, they can fill up pretty quickly.

1. Running Disk Cleanup

Your system files may be taking up gigabytes of potential space. If you are using Microsoft Windows, the built-in Windows Disk Cleanup tool will let you see how much space these files are taking up, and give you the chance to clean through your system.

2. Uninstalling Applications

Some applications can take up a lot of space on your hard drive. In order to free up space, you should consider deleting the applications that you don't use, especially if they are particularly large. Windows lists your applications and their sizes in the Programs and Features section of the Control Panel

3. Removing Temporary Files

As useful as it is, the Windows Disk Cleanup tool doesn't delete temporary files used by other programs. Internet browsers like Google Chrome or Mozilla Firefox will use hard drive space to save you time when accessing websites, but those caches can add up.

4. Getting Rid of Duplicate Files

While you are going through your files, you should keep your eye out for duplicate files. Programs like iTunes are particularly notorious for creating duplicate files.

5. Moving Files to Another Drive

If you are still finding that you need more space, you should consider purchasing a portable drive. This device is a great place to store large media files that you don't want to delete, as well as other files that you rarely access.

Four Ways To Get More Performance, Productivity And Profit From Your Team

1. Your Team Needs To Learn Together

Rarely do teams learn together. Too often, increases in skill are confined to individuals. Sometimes that can become a barrier to teamwork: because there are dramatically different knowledge and skill levels, some team members aren't able to keep up. When an individual attends a course or discovers a useful practice, he or she should be encouraged to share it with the team. And periodically putting the entire team into a learning environment is critical.

2. Peer Recognition Is Powerful

If you're a team leader, understand that despite your best efforts, you will be incapable of adequately recognizing every team member's efforts and contributions. Good work will slip by and go unrecognized. If this happens often, the team member may well become disillusioned. Relieve yourself of the burden to be the sole dispenser of recognition: ask team members to recognize each other. Make it a team expectation to thank other team members for their assistance and to look for opportunities to catch each other doing something praiseworthy.

3. To Win More Together, Think Together More

Have you ever held a team retreat? When was the last time your team came together for the express purpose of thinking about the work you do? Do you periodically pause as a group to reflect on what you've learned and internalize the lessons? Do you meet to consider opportunities, and not just to solve problems? The team that thinks more wins more.

4. You've Got To Expect It And Not Tolerate It If You Don't Get It

Some managers, knowing how difficult it can be to create great teamwork, undermine their efforts by making teamwork "optional." That is, they appreciate the people who are good team players but they tolerate those who aren't. As the old adage goes, what you allow, you condone. Those on the same team should know that figuring out how to get along and work with other teammates is their responsibility. Those who refuse to be team players should at the very least not enjoy the same benefits, and at worst, should be removed. It might sound harsh, but it is necessary if you want teamwork to work.

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc. More at: www.marksanborn.com

Introducing: The HP Elitebook Folio 1040



HP recently released its thinnest Ultrabook to date in the 14" Folio 1040. The Folio 1040 is a competitor of the Macbook Air. Its lightweight design is durable and easy for traveling. The 1040 is built with an optional full HD touchscreen and a spill-resistant backlit keyboard.

Of course, the new Folio 1040 comes packed with the latest technologies and boasts long lasting battery life, which will boost your productivity whether you're on the road or in the office.

Interested in learning more about the Folio 1040?

Contact Chris today at (410) 884-0225