XperTechs

XPERTECHS®

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Inside This Issue:

Test Drive A New Offsite Backup & Disaster Recovery System For FREE

This summer our team has already seen two major data backup and recovery events related to old antiquated tape backup systems! We have now decided that enough is enough! Starting now we will give 12 lucky customers the opportunity to test drive a new backup & disaster recovery unit for **FREE!** *and* receive $1,000 off the setup fee!!!

Why are we doing this? First, we hate to see companies unable to recover critical data. Second, anyone using tape drive backups is needlessly risking their company's data and must take action – *immediately!* This offer is only good for the first 12 readers who respond. Claim your *FREE BACKUP*:
Online: www.xpertechs.com/BDR
Email: backup@xpertechs.com

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

Shocking New CBS News Report Reveals Why Your Office Copy Machine Is Actually A Security Time Bomb

This just in: According to a recent CBS news report, copy and multi-function machines in offices contain a huge, unknown security risk that all businesses must address immediately or face the legal, financial, and PR repercussions of a security breach.

A Surprising Fact About Your Office Copier

Nearly every printer, copier and multi-function machine manufactured after 2002 contains a hard drive that stores the images of <u>every document</u> you've ever copied, faxed, or scanned. These document images stay on that machine's hard drive forever and can quickly and easily be reproduced with a little know-how. Surprisingly, this little fact has not received any press – until now.

A CBS Undercover Investigation

In April of this year, a reporter went undercover to a New Jersey copier warehouse that had over 6,000 used copy machines in stock for resale. This investigation reveals a shocking fact – it's incredibly easy for a person to retrieve and reproduce every single document ever scanned, copied, or faxed through the machines available for resale.

As part of the investigation, the CBS reporter pulled 4 random machines that were available for sale and purchased them for approximately $300 each. These machines were immediately loaded onto a truck and delivered within 2 hours to this reporter's office. Using a free application available online, he was able to access the hard drive of each machine and reproduce the documents within 30 minutes. What he uncovered was unbelievable.

Disturbing Facts Revealed By The Investigation

They discovered that one of the machines was formerly owned by the City of Buffalo, New York, Sex Crimes Division. In no time at all they were able to access over 249,000 documents that passed through that machine, including lists of sex offenders and crime data. Another machine from the Buffalo PD Narcotics Division contained a list of drug raid targets. The third machine was from a construction company. It contained blueprints of buildings, over $40,000 in check copies, as well as pages of paystubs, names, and the social security numbers of employees.

But the fourth machine was the most disturbing. It was previously owned by a New York health insurance firm and contained over 300 pages of detailed medical records including drug prescriptions, blood tests, and even a cancer diagnosis – all which blatantly violate the new HIPAA laws.

Know What Your Responsibility Is

Before you trade in, resell or dispose of any office copier, scanner or multifunction machine you MUST make sure the hard drive is wiped clean of all information as you would any computer in your office. Failure to do so could result in damaging security breaches and identity theft for your company, staff, and customers. This goes DOUBLE if you use your office machines to scan, fax, or copy social security numbers, credit cards, or medical records of any kind.

As always, we are here to assist you with all things digital. If you are getting ready to dispose of or trade in a copier, scanner, fax, or multi-function machine, give us a call. We can make sure your data is forever erased and inaccessible to criminals looking for an easy hit.

Client Spotlight:
Intuitive Business Concepts, LLC Office Move

Intuitive Business Concepts (IBC), located in Columbia, MD, is a leading provider of technology solutions, providing software, consulting and web development to associations, unions, non-profits and for-profit organizations. IBC also ranks among the top iMIS Solution Providers in the world, and was named Solution Provider of the Year in 2009.

IBC recently relocated its headquarters to a new facility in the Kings Contrivance Village of Columbia, MD. Assisting in the effort, XPERTECHS professionals provided facility planning resources for cabling and connectivity, site-to-site hardware transport, ISP installation and connectivity testing, and server upgrade and application migration services. The success of the project, according to the project manager, Mike Mellott, was *"Careful planning between IBC and XPERTECHS staff to minimize office downtime and quickly establish key email and network services. Downtime lowers productivity and we understood IBC's need to be online and operational in support of their customers."*

IBC Office Manager, Shelly Roache, echoed XPERTECHS commitment to success noting, *"we were really worried about moving our office, especially our server room. We have 15 employees plus equipment and furniture, and it was all a bit overwhelming. We also knew it was critical to get it right the first time, since we couldn't afford to be down any longer than planned. Working with XPERTECHS was a smart decision, because everything went according to plan and before we knew it, we were up and running! Thank you so much!"*

For more information on office moves,
Visit www.xpertechs.com/officemoves

For the geeks ...

õSay you want to huff and puff and blow a house in í   thereøs an app for that.ö

From Michael's Desk ...

Wow! The first half of 2010 has come and gone. Only 5 months left until year-end. If you are like me, you are wondering where the time went and are now realizing that you have to get in gear to finish the year strong.

In reviewing my business objectives for 2010, I find myself well ahead in most areas, but a few are still lagging behind because I have not made the necessary commitment to getting those items completed. Luckily, my Quarterly Business Review (QBR) helps me stay on track and not be surprised at the end of the year.

Michael Mellott - President, XPERTECHS

If you are experiencing changes in your business revenue stream then you are probably in the norm for this year. Once again we find our Services Revenue growing but our Project and Hardware/Software sales are down. Capital expenditures have been put on the proverbial "back-burner" until all of us business owners see significant steps toward economic recovery.

Yet one way several of our clients have gotten around this is through special financing deals that major manufacturers are offering these days. For example, HP is offering 12 months 0% interest or 36 months 0% FMV leases. Microsoft is also offering great financing deals which certainly wont be around for long. So if you are pushing the life expectancy of your computers and network, now might be a good time to make a strategic investment.

In any case, if you are considering an upgrade in the near future and want to have a network audit or consultation, please do not hesitate to call me ASAP – the last 5 months will certainly fly by faster than the first half.

How To Quickly Add Facebook And LinkedIn Contacts To Outlook

With social media becoming a widely spread way of finding and connecting with customers, prospects and business partners, it's about time someone came up with a way to pull all these contacts together in one spot.

Xobni is an Outlook plug-in that pulls contact information from several sources including LinkedIn profiles, Facebook, Twitter, Salesforce, Hoovers and Yahoo mail. It also organizes your e-mails into threaded conversations and makes searching for documents and e-mails much easier.

If there is a phone number, address or company name in an e-mail, that person's information profile will be automatically populated. It's the same thing if one of your contact's e-mail addresses matches a profile on Facebook, Yahoo or LinkedIn. Company information is automatically pulled from Hoovers.

Another cool feature is the contact statistics, which gives you a graph showing what times people tend to send you e-mail so you can quickly identify the most likely times you'll be able to reach that person. Additionally, it ranks that person with regards to the number of e-mails exchanged and displays the balance between sent and received e-mails. Xobni Actions supplies you with quick templates for asking a contact for their phone number or to schedule a meeting. Icons for LinkedIn, Facebook, and Hoovers allow you to quickly pull information

Feeling Unmotivated?

If you're feeling sluggish and unmotivated, reviewing this checklist may help you reignite your spark:

• **Purpose.** Why are you here? Sometimes people get so caught up in daily responsibilities that they lose sight of the Big Picture. Remind yourself why you chose this field, this path, and this role.

• **Expectations.** Are your goals realistic or do you expect too much of yourself? It's hard to muster a lot of enthusiasm when you're so overwhelmed that you barely have time to breathe. Reconsider your priorities and look for ways to cut your workload.

• **Connection.** Do you see a gap between what you do every day and where you want to be in your career? Try connecting the dots. You'll be more committed to your tasks if you can view them as steps in the right direction.

• **Assistance.** Are you in over your head? Don't be afraid to ask for help from mentors, bosses, colleagues, and employees. If you stubbornly insist on taking responsibility for more than you can handle, you'll wind up burning out.

• **Distractions.** Are you struggling with personal issues? Simmering personal problems can drain attention and energy from your work life. Consider taking time off or seeking professional help to resolve your issues.

• **Scheduling.** Do you allow yourself enough time to focus on each of your duties? Poor scheduling can leave you frazzled and frantic. Rework your schedule to ensure you set realistic deadlines.

• **Negativity.** Are you your worst enemy? If you spend a lot of time beating up on yourself for your perceived inadequacies, you're undermining your own motivation and progress. Stop obsessing about perfection and start recognizing—and rewarding—your own accomplishments.

Are Extended Warranties Worth The Money?

Seems like you can't purchase any electronic device without being offered an extended warranty—but is it a good investment? According to a recent poll of over 2,000 readers of PC World magazine, 63% said they always go for the extended warranty plan; and of those who had to use it, 80% were satisfied with the service. Does that mean they are a good investment?

In our opinion, extended warranties are necessary; here are 5 tips to follow:

1. Read the terms before you buy: You don't have to read the warranty in the checkout line—take it home. You can usually buy it later.

2. Beware shipping charges: If the product needs to be sent in for service, you could get stuck with the tab.

3. Look for accidental damage coverage: Most policies do not cover products that are damaged from falls or spilled coffee. If that option is available, you might have to pay more for it (a good idea, particularly for mobile devices that get abused).

4. Look for extras: Many extended warranties cover replaceable items, such as bulbs in projectors which are expensive and can wear out.

5. Check for the product's reliability online first. If you are buying a quality product, an extended warranty might not be necessary. Obviously doing a little research and spending a bit more on a better built product will save you a lot of time and aggravation in the long run anyway. You can find some good information in PC World's annual Reliability and Service survey and Consumer Reports' reliability ratings.

Of course, you can always call us for our opinion since we have to fix the PCs, servers, and other gadgets for multiple clients!

Ask the ✗pert - We Answer Your IT Questions

Each month, our technology experts answer questions submitted by you—our readers! This month we will troubleshoot document security and email scheduling:

Q: How do I protect my MS Office documents from unauthorized users?
Xpert: The security and safety of classified or otherwise private business materials should be top priority for company staff and management. Microsoft offers an easy way to encrypt sensitive information by…

Q: How can I delay or 'Schedule' the delivery of an email message?
Xpert: This is a popular question from our client who do business via email and have either 'time-sensitive' or 'content sensitive' email correspondence that must be sent at 'just the right time'. Microsoft Outlook makes it easy to delay the delivery of an email message by...

To download detailed instructions on how to perform these tasks visit: www.xpertechs.com/askthexpert

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