



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”
-Michael Mellott, President



Volume II, Issue 10
 October, 2009

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“Kids.”



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

New Software Model Dramatically Increases Cash Flow

In an economy where most credit lines are being tightened or eliminated, vendors are becoming stricter about payment terms, and your customers are taking longer and longer to settle their invoices - cash flow is king. So for many small businesses, finding ways to minimize up-front costs and large investments is increasingly important to the survival and success of their company.

One way a small business can minimize upfront costs is through using software as a service, or “SaaS”. Instead of purchasing software up front in a lump sum and having to put up the cash or finance it, small businesses can now purchase software through their IT service provider in a rented model. The software you need is typically stored on another offsite server and accessed via the Internet. By renting software on a monthly basis, your business can try different software to improve processes like finances, payroll, customer service, and sales without the financial risk.

Here’s a breakdown of how SaaS can help your business:

- (1) **You Keep More Of Your Money** – If you’ve ever had to purchase a piece of software to run your business such as a financial package, customer relationship management (CRM) software, or even a simple Microsoft Office application, you know how expensive of a proposition that can be. Before the software rental model of SaaS, if you needed certain software to operate, you were forced to plunk down hundreds or thousands of dollars to get it, not to mention pay exorbitant support fees. Now, depending upon your needs, you can be up and running with a software solution for under \$10/month.
- (2) **You’re Not Locked In To Something You Don’t Like** – Because your IT company is paid monthly for the SaaS, the onus is on them to make sure their product works to the satisfaction of their clients. If you are not happy with the product, you have the option of simply moving on to another monthly fee solution that will work better for your needs. In most cases, your IT service provider can work with you to replace your software with a new solution that is right for you and continue to incorporate it into your monthly IT service agreement so you don’t have to worry about multiple bills.
- (3) **You Never Have To Think About Upgrades** – Since the SaaS model is pay as you go, you automatically get any upgrades that come out for the software you use. You don’t have to set aside a budget for any additional software costs and you don’t have to worry

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Halloween Fun Facts



* Orange and black are Halloween colors because orange is associated with the Fall harvest and black is associated with darkness and death.

* Jack o' Lanterns originated in Ireland where people placed candles in hollowed-out turnips to keep away spirits and ghosts on the Samhain holiday.

* Pumpkins also come in white, blue and green. Great for unique monster carvings!

* Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance, and tell fortunes.

* Tootsie Rolls were the first wrapped penny candy in America.

* The ancient Celts thought that spirits and ghosts roamed the countryside on Halloween night. They began wearing masks and costumes to avoid being recognized as human.

* Halloween candy sales average about 2 billion dollars annually in the United States.

* Halloween is the 2nd most commercially successful holiday with Christmas being the first.

* Bobbing for apples is thought to have originated from the Roman harvest festival that honors Pomona, the goddess of fruit trees.

* Black cats were once believed to be witch's familiars who protected their powers.



about whether or not you are running the latest version; those things are typically already incorporated into your monthly agreement.

- (4) **You Can Compete With The “Big Boys”** – Some software applications are designed and written for large organizations and help companies to streamline many processes into one program. SaaS makes this level of software affordable and accessible to a small business owner and gives you a way to stay up with or ahead of your competition, even if your competition is a much larger company.
- (5) **You Can Have Access From Anywhere** – SaaS software vendors typically host the application on their own servers so you have access to it over the Internet, don't have to worry about buying additional hardware, and have a lower chance of downtime.

FREE Small Business Software Assessment (A \$795 Value!)

Want to find out if the software you need can be set up in a SaaS model and improve your cash flow? Take advantage of our FREE Small Business Software Assessment until the end of this month to find out.

This offer is only valid through the end of this month, so call us at (410) 884-0225 or visit www.xperCARE.com to schedule your FREE Assessment NOW.

Client Spotlight: Passport Auto Group

The past few years have been challenging for the auto industry. But, Passport Auto has been a pioneer and opened a new state-of-the-art BMW dealership in Marlow Heights and a Mini dealership in Alexandria. If you have the need for a new car or just interested in what a car dealership should look like – visit them at one of their 5 locations in the Washington area.

XPERTECHS provided technology consulting for these projects and continues to support all 5 Passport locations.

Would you like your company highlighted here in our “Client Spotlight?” Then give us a call today at **410-884-0225**

How Google Can Make You A Star

Most business owners are aware that Google is a useful tool if someone is searching for your company on the web. However, what many people don't know is that you can also use Google to help build your credibility.

As a free service, the search engine offers something called Google Alerts, which will e-mail you with any articles, web pages, or news pages that happen to mention your company or you so you can keep track of what your local or national media is saying about you. The benefit to this, of course, is you can use these online articles and posts to show yourself in the spotlight providing more “proof” that you and your company are worthy of doing business with.

To sign up for this free service, simply go to <http://www.google.com/alerts>, enter in your company name and e-mail address and click “create alert”.

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Which Smartphone Is The Smartest Choice For You?

Shopping for a new phone these days is no small task.

With literally hundreds of phones and features to choose from, a business owner could spend hours determining which option is best for them.

To make your next cell phone search a little easier, look at this list of popular cell phone functions and determine how important each is to you. It will help save you a ton of time and give you the confidence that your choice was a good one.

- Calendar/Agenda
- Tasks
- Contacts
- E-mail
- Web Browsing
- Speed
- Word Processing
- Spreadsheet Function
- Camera
- Video Camera
- Video Playback
- Music Playback
- Large Storage Space
- Touch Screen
- QWERTY Keyboard
- Sliding Keyboard
- Flip Style
- Built-In GPS
- One-Handed Operation
- Size/Weight
- Battery Life
- Accessory Options
- Worldwide Usage
- Synchronization
- Games
- Screen Clarity
- Cost/Plan Options
- Ease of Texting

If you'd like to know which phone will integrate best with your current e-mail, call us at 410-884-0225.

“Who Else Wants To Win A \$20 Starbucks Gift Card”

Take my monthly Trivia Challenge and you could win too!

The Grand Prize Winner of last month's Quiz is...drum roll please: Alice Womack of Baltimore was the first person to correctly answer my quiz...

In which city did Paul Allen and Bill Gates found a small partnership named Micro-soft in 1975?

- a) Albuquerque b) Seattle c) Dallas d) Boston

The answer is “a”) – Albuquerque. Now the headquarters are in Redmond, WA.

Congratulations Alice, you've won a \$20 Starbucks Gift Card. Now...let's move to this month's question for another \$20 Starbucks Gift Card

Who invented the Internet?

- a) The Russian Military b) Microsoft c) Al Gore d) U.S. Department of Defense

Go to our website and register your answer: www.xpercure.com/Trivia

Warning: If You Use Tape Backup, Your Business May Be At Risk

If you use a tape backup or an external hard drive to protect your company's critical data, you are actually putting yourself at enormous risk for downtime.



Tape backups, external hard drives, and other media-driven backup solutions are designed to do only one thing – backup the data itself. But what about all the other stuff on the computers you use every day to run your business, like e-mail, software programs, and the way the network is configured?

When your server goes down, and all you have is the data, you have to rebuild your entire infrastructure in order to get back up and running.

Depending upon what caused your server to go down in the first place (hardware failure, software corruption, fire, flood, theft) it could take a week or more to order new hardware, order new software, re-configure the network, and then re-load the data back on, potentially costing you thousands of dollars in downtime.

To prevent server downtime from affecting your business operations, you need to have a virtualization component to your backup solution. Virtualization means that another server can “take over” if your original equipment goes down.

It works by taking an exact picture of your current server - including data, software, and configuration – and allows you to get back up and running within 24 hours of major disasters or within 30 minutes of basic hardware or software failure. Having the right back-up solution can literally save your business.

FREE Report: 12 Little Known Facts About Data Back-Up

To learn more about how you can protect your business from disaster, download this critical FREE Report now at WWW.XPERCARE.COM/BACKUP

Please Welcome My Newest Clients And Friends!

I'm thrilled to welcome my newest clients into our company! I want to extend a sincere "thanks" for the trust and confidence these clients have shown in us:

William D. Lyle
Sherelle Torrence
Alpha Phi Alpha Fraternity

**They have signed-on for our
XperCARE Premium +
Service Plan**

Welcome Aboard

FREE "No-Tricks-All- Treats Network Audit" (\$997 Value)



For the Halloween season, we've decided to give away a FREE Edible Arrangements to any new clients who sign up for our 27-Point Problem Prevention Network Audit in the month of October. This Audit will "exorcise the demons" from your network and make sure:

- Your firewall settings are secure and protecting you from hacker invasion
- The backup is working properly and your important company information is safe
- Your files and programs are loading up as fast as they can be...plus 24 other critical check points

**Book Your Audit before
October 31 and Receive an
Edible Arrangement FREE
Call 410-884-0225 NOW!**

Michael's Desk:

Technology Services Changing

Honestly, I often ask myself - How can I keep up with the fast changing pace of technology? Considering the changes XPERTECHS has implemented in 2009 alone, even I have become somewhat overwhelmed.

Early this year we switched to a new Proactive Management IT Services Toolkit that allows us to automate many of the maintenance and monitoring aspects of a network environment. This replaces many of the time consuming tasks that our engineers usually had to do after-hours. It also allows us to implement 'Best Practices' into networks that were too intensive and intrusive in the past.

We followed with a successful implementation of an improved Helpdesk function and hired a staff to oversee the daily flow of alerts, errors, and client calls. Our Helpdesk has been steadily working on reaching the goal of 90% problem resolution on the initial call. And we are getting close.

Now we are beginning the process of developing a 'Software as a Service' (SaaS) and 'Hardware as a Service' (HaaS) offering for our XperCARE clients that want to have one monthly flat rate payment that will cover all your technology requirements - Hardware, Software and Services - with NO SURPRISES!!! If you haven't heard about SaaS or HaaS offerings then please give me a call to further discuss these options.

By the end of this year, we will have additional staff in place to handle our new clients and implement our new XperCARE service offerings. Our goal is to become your 'Trusted Technology Provider' by rapidly implementing solutions that impact your business goals while managing every aspect of your technology. We are committed to helping businesses reduce the cost, hassle and risk of IT by keeping their corporate data, voice and network systems running efficiently around the clock. If you currently are not an XperCARE client, now may be the time to give me a call to discuss the benefits of XperCARE Proactive Managed IT Services.

Once again thanks to the many people who are reading this newsletter and providing us feedback and suggestions. Please send us any topics you would like to have us discuss.

Check out our New Web Site

For the past few months we have been working on a new web site to provide our clients with additional information, free reports, video presentations, worthy news items, industry trends and ways to save you a bundle on technology. We also have included many new client testimonials, a new Service Portal and a link to our blog site.

So take a look, browse, and give us some feedback on how we can offer you more through our Web presence.

WWW.XPERTECHS.COM

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