



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

How To Think Like A Geek (And Add An Extra Hour Of Free Time)

“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!”

- Matt Weaver, Echo Systems

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Who wants to find an extra hour of free time in their day, every day? Considering we’re all stressed out because there’s never enough time to get everything done, this is what I would call a “leading” question.



So how can you do it? By looking at the seemingly innocent, time-sucking activities you are spending time on ever day and either automating them or speeding them to completion using technology. Can it really be that simple? It can, but you need to understand one critical factor first...

The “Latte” Factor

Best-selling author David Bach coined this phrase in his book “The Automatic Millionaire.” The latte factor is based on the simple idea that all you need to do to become wealthy is take a hard look at the small things you spend your money on every day and see whether you could redirect that spending into savings.

For example, a little \$2 purchase made every day on common things like Starbucks (a latte), bottled water, fast food snacks, cigarettes, etc. REDIRECTED into an investment account earning 6% will become \$10,199.30 in 10 years. If that’s true, why don’t MORE people do it? Because saving \$2 a day seems so insignificant that people spend ALL their money on these things and then have nothing left over to invest.

5 Time-Saving Techie Tips That Will Add An Hour Or MORE To Your Day

So the question is, what are some small, time-saving technologies we can use to automate or speed up what we get done to save us that precious hour? Here are our 6 favorites:

- 1. Use an aggressive spam filter. Over 80% of the e-mails being sent daily are not-so-delicious spam. And if you’re like me, you’re getting dozens of these every day, which can easily add up to 5-10 minutes per day sifting, sorting through and deleting the spam from the e-mails you

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Shiny New Gadget of the Month



Flip SlideHD™

Why are so many people “flipping out” over the Flip Video camera? Because it’s small, super easy to use and lets you upload videos to your computer in seconds. What could be better? The makers of the Flip Video have just introduced the Flip Slide HD.

This newest addition to the Cisco Flip family features a pop-up, three-inch screen and “touch screen” capability. With double the record time of the original Flip, it supports 4 hours of video footage. It holds up to 12 hours of compressed videos, snapshots, movies, and Flip Channels with its 16GB storage capacity. If you want to get really fancy, you can personalize your Flip Slide HD with your own images, patterns or designs.

But the biggest reason this device has taken off is because of its simplicity and ease of use. You won’t find complicated buttons and options – just a simple push-button recording. Plus the images and audio recording are fantastic, making it practically fool-proof. Check it out at: www.theflip.com.

want. We recommend Exchange Defender because it is simple to use, and simply works well. Plus, eliminating spam temptations from your STAFF will not only cut down on the time they waste on it, but will also drastically reduce your chances of getting viruses and spyware on your network.

2. Replace Old PCs. While it’s hard to truly estimate how much total time is wasted waiting on an old, slow computer to process tasks, start up, etc., I can tell you, it adds up. Let’s say your old PC takes 10 seconds longer to process a task than a fresh, new one. Might not seem like a lot, but with users averaging 100-150 tasks a day conservatively are wasting 16-25 minutes a day. Add in the crashes and other problems old PCs cause and you’re probably closer to 30-35 minutes a day.

3. Maintain Your Network. Another tip that will save you a lot of time is patching, updating and optimizing your server and workstations. You’d be surprised how much slower even a new machine will start to run if not maintained properly.

4. Document management. This is a HUGE time-saver if you are a paper-heavy office (like attorneys, doctors, contractors, etc.). But even if you aren’t, scanning and storing paper documents so they can be searched on and located in seconds rather than minutes or hours is a HUGE time saver. Plus, it’s a greener solution, improves document security, enables users to access critical documents remotely AND (if that’s not enough) prevents important paper from loss or damage.

5. Implement SharePoint or Other Business Collaboration Software. Be honest: how much time is wasted in your office because people are duplicating efforts, can’t find information and documents they need or backtracking to FIX mistakes made? This, like time wasted on old PCs and downtime, may be hard to calculate, but I would conservatively guess that folks are wasting at least 30 minutes a day or MORE because of disorganization. That’s why we recommend growing companies implement some type of collaboration software that will help organize projects and information, making it easier for everyone to get on the same page.

Want To Implement Any Of These In Your Office?

Give us a call and we can show you how these technologies (and dozens of others we offer) can streamline your operations, saving you LOT of time!

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The Lighter Side...

Do You Ever Wonder?

Why the sun lightens our hair, but darkens our skin?

Why don't you ever see the headline "Psychic Wins Lottery"?

Why is "abbreviated" such a long word?

Why is it that doctors call what they do "practice"?

Why is it that to stop Windows, you have to click on "Start"?

Why is the man who invests all your money called a broker?

Why is the time of day with the slowest traffic called rush hour?

Why isn't there mouse-flavored cat food?

When dog food is labeled "new and improved tasting," who tests it?

Why didn't Noah swat those two mosquitoes?

Why do they sterilize the needle for lethal injections?

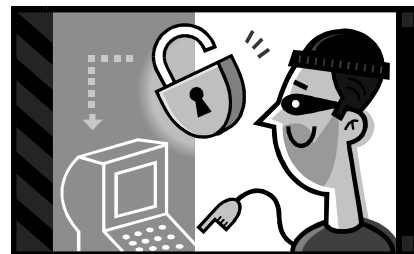
You know that indestructible black box that is used on airplanes? Why don't they make the whole plane out of that stuff?

Why don't sheep shrink when it rains?



*Must have been an old can of alphabet soup. No spell checker.

The Enemy Within: The Biggest Threat To Your Company's Critical, Confidential Data Revealed



If you ask most business owners what's the biggest threat to their company's network and data, they might say, "viruses, hackers and cyber criminals," or perhaps "faulty hardware, software and system failures". But research is showing a much different reality.

According to a recent study published by Computer Economics (a research and metrics company for IT managers) revealed that employee sabotage – whether it be for financial gain, retribution or some other motivation – accounts for a bigger threat than viruses, hackers, hardware failures and natural disasters.

With so much critical data and operations tied up in a company's network, internal sabotage from employees becomes an even greater risk. In a matter of minutes, an employee can delete software or erase years of data vital to a company. They can purposefully download viruses or attempt to tarnish their employer's reputation by posting pornography on their company's web site or spamming all clients with racist, hateful and slanderous e-mails. Or they can simply download client lists and other confidential information and sell it to competitors, post it online or use it to start a competitive business.

What are the reasons why they do this? The biggest one given is simply "job dissatisfaction." Another contributing factor seems to be the recent downturn in the economy. Cut backs, layoffs and fewer raises have given rise to employees stealing data, equipment or money. For example, a law firm recently discovered their internal IT person was purchasing computer equipment on the company's credit card and reselling it on eBay. He had embezzled over \$40,000 before the company caught up to what he was doing.

Another company suspected that one of their employees was stealing and suspended them from work until a further investigation could be conducted. When the employee caught wind of what was happening, they deleted over a year's worth of company e-mails – all containing important client records and history – in an effort to cover their tracks. **Fortunately this company had a solid backup system in place and was able to immediately recover all the data within a few hours.**

To protect yourself, we strongly recommend you have an offsite backup of your data in place. [Contact us for details on how!](#)

Warning: iPods Earbuds Are Known To Cause Permanent Hearing Loss

Listening to music on the radio is about as antiquated today as using a payphone. Modern music lovers like me carry thousands of songs around with them in their iPod and listen while driving, working, exercising, completing chores, etc. Problem is, the earbuds that come with the iPods (and similar products) let in a lot of ambient noise. That means users crank up the volume to drown out whatever is going on in the background.

The volume on an iPod can be raised to 115 decibels (db) which is the equivalent of standing next to a moving subway train and only 5 db short of an ambulance siren. The average individual can tolerate up to eight hours of sound at 85 db before suffering hearing damage. For every 5 db over 85, the exposure time before irreversible damage gets cut in half, say audiologists.

Because so many earbud users have suffered hearing damage, Apple was taken to court; but a federal appeals court exonerated the company, noting that Apple puts warnings on its packaging and iTunes site and offers instructions on how to set volume limits on iPods.

To hear music at a reasonable volume, users can purchase headphones with in-ear monitors (IEM) that reduce noise. You can also have an audiologist make custom earbuds for you to ensure a perfect fit and reduce background noise. They cost about \$400 but will save your hearing. I'm perfectly happy with the Sony in-ear monitors I found on Amazon.com for \$35, that's worth saving my hearing!

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 from these sites including Facebook updates.

While there is a free version you can download, the paid version only costs \$30 and gives you advanced search capabilities. You can learn more at www.Xobni.com