

Four Technology Tips To Enhance Your Small Business



Thomas Fox is president of Tech Experts, southeast Michigan's leading small business computer support company.

Technology has transformed the way small businesses operate, and making full use of the tools that are available can mean all the dif-

ference between success and failure in the competitive business environment of today.

Here are four tools that every small business owner should make full use of to transform how they do business.

Video

Video has been proven to increase conversions, enhance customer trust, add personality to a brand, and educate consumers about your products and services.

In addition, the use of video on your website can appeal to the Google search algorithms and significantly improve your chances of ranking well for a given keyword or phrase. Using a video in your local Google

or Google Maps listing can also provide a huge boost to your online presence.

Social media

More and more small businesses are turning to digital marketing via social media sites to attract new customers. In addition, social media provides you with an opportunity to communicate directly with your clients and establish a solid relationship that enhances customer loyalty.

In more recent times, customers have started to demonstrate a propensity to use social media platforms to get in touch with businesses as a means of getting a response to their customer service issues.

As such, if you do establish a social media presence, you should ensure that it is monitored on a regular basis so that any customer queries do not go unanswered.

Online payment services

More and more customers are using their mobile phones to conduct online transactions. To tap into this potential, you need to ensure that you give customers an opportunity

to use various payment mechanisms and channels.

More payment choices equal more sales. Electronic payments are particularly important, so make sure you make provisions for this payment channel in the future.

Email marketing

Email marketing can be hugely successful if you regularly communicate meaningful information with your customer base.

You can use well-written emails to establish your credibility, keep customers informed about developments to your products or services, and to maintain ongoing discourse with your potential and existing customers.

Running a small business has never been an easy task. Small business owners wear many hats and invest long hours in keeping everything up and running and profitable. Making use of the technologies that are out there can help to enhance your productivity, find new customers, improve your relationships with your existing customers, and make your operational processes more efficient.

Making use of the technologies that are out there can help to enhance your productivity, find new customers, improve your relationships with your existing customers, and make your operational processes more efficient.



We're proud to partner with the computer industry's leading companies:

Microsoft Partner



Microsoft
Small Business
Specialist

Business
Partner



Need help? Call the Tech Experts 24 hour computer emergency hotline at (734) 240-0200.



Explaining Wireless Solutions For Your Small Business

“The wireless solution you want to approach when running your business will not only give you a wireless access point, but give you good range and the least amount of interference.”



Anthony Glover is a Senior Network Engineer and Service Manager at Tech Experts.

When it comes to wireless solutions, the average user can get overwhelmed by the terms that are often used – and, in some

cases, there are devices that sound like they do exactly the same thing.

We’re here to help and give you some information on the differences between the solutions you’ll encounter.

Wireless Routers

There are several router solutions out there made by several manufacturers. The wireless solution you want to approach when running your business will not only give you a wireless access point, but give you good range and the least amount of interference.

If you are running a small business, a consumer grade router may suffice for a small structure of users. It’s a good solution if you are just getting started with your network infrastructure or if you want a decent wireless radio.

This is a good solution if you are trying to cover a distance of about 2000 sq feet. Routers also provide a DHCP capability that will allow more than one user to use your Internet connection.

Most routers have up to 4 ports and open doors to direct network connectivity for your devices, such as printers, range extenders, network-attached storage devices, or even additional access points.

Some wireless routers even provide VPN capabilities that will allow traffic to be routed from one location to the next, providing a gateway between sites.

Wireless Access Points

Access points are similar to routers minus the firewall and additional ports. They support port forwarding and have secure wireless capabilities. Some even support the POE function (Power On Ethernet).

This function allows powering the device using a POE device and Ethernet cable and allows placement virtually anywhere.

Not to mention, they add domain capabilities via wireless to allow a workstation to join a specific domain.

There are two types of access points available: consumer and enterprise grade access points.

Consumer grade access points are access points that are typically designed for the home user while enterprise access points are for users that need additional features that are designed for business use, such as manageability, and offer a better solution for security.

Today’s wireless access points provide support for Wireless AC, which have speeds of up to 1200

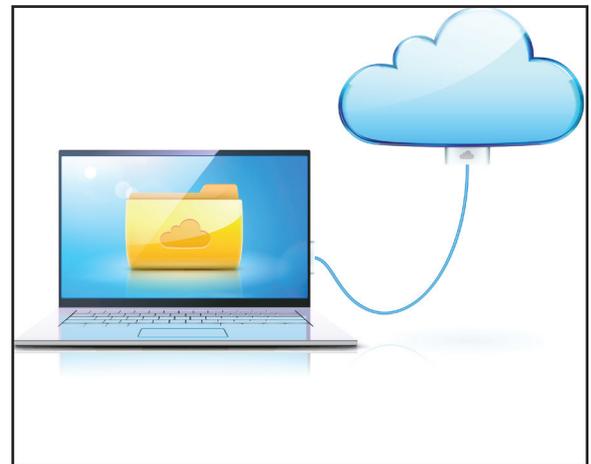
mbps and are compatible with older Wireless B, G, and N.

Most provide a single Ethernet port to provide connectivity to the network. supporting 10/100/1000 gbps.

Configuration GUI can be accessed by utilizing any browser that’s connected to the network. Some can even be used both indoors and outdoors, providing placement flexibility.

Network-Attached Storage (NAS)

Network-attached storage (NAS)



can be an essential form of storage for any small business that needs to access data and share it amongst many.

The device provides a central location that users can access and allows storage data to be copied and saved. NAS devices also have room for more than one drive for additional storage options. Several manufactures have NAS devices available, so remember to read hardware reviews to make sure you are selecting the ideal NAS device and make sure to review the features to make sure it is within your business needs.



Should You Upgrade To A Solid State Drive?



Luke Gruden is a Help Desk Specialist at Tech Experts.

Solid state drives (SSD) are a relatively recent piece of technology that is slowly becoming more standard

in the computer market, replacing hard disk drives.

and tear. If a laptop with an HDD gets hit or tilted at the wrong time, this can cause the HDD to break. For more portable and on the go devices, SSDs will not break nearly as easily as HDDs.

The biggest “pro” for SSD over HDD is the speed of an SSD in reading information.

For most computers, loading up Windows will take about a minute or much longer. With an SSD

Having a faster drive means nearly everything you load from your computer will run faster as an SSD does not need to search for information like an HDD.

SSDs are still expensive when compared to HDDs, but are becoming cheaper with time. Currently, I can find a 500GB SSD for about \$230 while a good HDD for the same space is about \$100, so SSDs are little over twice as expensive as HDDs. Additionally, most HDDs

SSDs are a very fast piece of technology that changes what we can do with computers, especially with mobile devices like tablets and laptops.

To understand the significance of an SSD, it’s important to understand the older hard disk drives (HDD) that most computers still use today.

HDDs are inexpensive and provide a large amount of space in a single drive. The speed of an HDD varies, but is very slow when compared to an SSD.

Since HDDs are cheaper, it is more reasonable to have large RAID of drives connecting to one another for backup purposes.

HDD are mechanical in nature in that it is a rotating disk spinning very fast with a single needle reading the information off of the disk.

Anything mechanical like this breaks down over time with wear

installed, Windows can load up in seconds. SSDs are about 10X faster than HDDs, possibly more depending on your set-up.

Having programs like Word and Excel open up instantly can drastically change your workflow and productivity.

will not fit into a laptop while all SSDs can fit into laptops.

If you wanted to upgrade to an SSD from an HDD, there is a cloning process where you can directly copy your drive information over to the new SSD as though nothing was ever changed other than the drive. This process would keep all of your programs and information and gain all the speed that comes with having a SSD.

If you want faster load times on your computer, have a laptop that moves around often, or you want Windows and Windows programs to start up almost instantly, then you want to upgrade your device to an SSD.

If you want a lot of storage with less expense but you can handle having slower speeds, keep your HDD. If you are interested in upgrading your computer but aren’t too sure yet, give us a call at Tech Experts and we can help.

“For most computers, loading up Windows will take about a minute or much longer. With an SSD installed, Windows can load up in seconds. SSDs are about 10X faster than HDDs, possibly more depending on your set-up.”



SSD vs HDD

Usually 10 000 or 15 000 rpm SAS drives

0.1 ms	Access times <small>SSDs exhibit virtually no access time</small>	5.5 ~ 8.0 ms
<small>SSDs deliver at least</small> 6000 io/s	Random I/O Performance <small>SSDs are at least 15 times faster than HDDs</small>	<small>HDDs reach up to</small> 400 io/s
<small>SSDs have a failure rate of less than</small> 0.5 %	Reliability <small>This makes SSDs 4 - 10 times more reliable</small>	<small>HDD's failure rate fluctuates between</small> 2 ~ 5 %
<small>SSDs consume between</small> 2 & 5 watts	Energy savings <small>This means that on a large server like ours, approximately 100 watts are saved</small>	<small>HDDs consume between</small> 6 & 15 watts
<small>SSDs have an average I/O wait of</small> 1 %	CPU Power <small>You will have an extra 8% of CPU power for other operations</small>	<small>HDDs' average I/O wait is about</small> 7 %
<small>the average service time for an I/O request while running a backup remains below</small> 20 ms	Input/Output request times <small>SSDs allow for much faster data access</small>	<small>the I/O request time with HDDs during backup rises up to</small> 400 ~ 500 ms
<small>SSD backups take about</small> 6 hours	Backup Rates <small>SSDs allows for 3 - 5 times faster backups for your data</small>	<small>HDD backups take up to</small> 20 ~ 24 hours



Contact Information

24 Hour Computer
Emergency Hotline
(734) 240-0200

General Support
(734) 457-5001
(888) 457-5001

support@MyTechExperts.com

Sales Inquiries
(734) 457-5001
(888) 457-5001

sales@MyTechExperts.com

Take advantage of
our client portal!
Log on at:

www.TechSupportRequest.com



TECH
EXPERTS

15347 South Dixie Highway
Monroe, MI 48161
Tel (734) 457-5001
Fax (734) 457-4332
info@MyTechExperts.com

Virtual Private Networks: What, Who And Why



Jared Stemeve is a help desk specialist at Tech Experts.

In our modern world, it is tough to come by anyone born within the last two generations who doesn't use a smart phone, tablet, or other personal computing device daily.

With the ongoing tech revolution comes continuous news of hacked users, mass data collection, and online tracking reported by mainstream news outlets.

This is the reason Virtual Private Networks (VPNs) are becoming a necessity as computer users conduct more and more of their day-to-day lives online.

What Is A Virtual Private Network?

A VPN is a group of computers or networks linked together over an Internet connection. All the information sent or received over the Internet is automatically encrypted when connected to a VPN.

Typically, VPN services offer the highest forms of encryption to protect said data, providing peace of mind for anyone conducting personal or business-related tasks where sensitive information may be present.

As the technology has evolved, VPN applications have become very easy to install and operate.

Many of the popular personal-use VPN software developers have made it as simple as installing the app and turning the VPN service on.

Premium VPN services even allow users to choose to mask their IP address, making it appear as though you are accessing the Internet from an entirely different country, which can be quite useful if you do not like your web activity tracked by ad-targeting websites like Facebook or YouTube or your Internet Service Provider.

Who Most Commonly Uses VPNs?

Many different individuals and organizations use VPNs for varying reasons, but the need for a strong layer of security is the fundamental purpose for everyone.

From a business standpoint, VPNs can be easily set up and maintained so that employees can securely access company resources and tools from anywhere on any network or Internet connection without the fear of having sensitive information intercepted.

Further, this encompasses all aspects of a business' need for security of payroll information, employee and customer information, scheduling, and any other confidential company documentation.

The population of personal VPN users has expanded dramatically in the past year. VPNs are the perfect solution for frequent travelers and those who value their privacy,

which has become increasingly difficult to maintain.

Why Should You Use a VPN?

Most of us consider ourselves law-abiding "digizens," using networks for entertainment, communication and knowledge – but other net users may not be so nice or trustworthy.

A VPN can protect you by concealing your web activities from those with prying eyes under layers of encryption that makes all of your web traffic nearly impossible to intercept or track.

This is especially relevant if you are a frequent user of public Wi-Fi networks, such as your favorite lunch spot or coffee shop. The act of accessing vital information on your devices through a public network is easier than most realize.

Given this, I highly recommend the use of a VPN for your daily Internet use, whether it is personal or professional.

Joining the privatized world of VPNs is an easy and extremely beneficial process.

VPN providers are generally friendly and typically on hand to help should a problem arise.

If you are just getting started with VPNs, consider acquainting yourself more in-depth through a Google search of the top VPN applications and their different features.

Create new service requests, check ticket status, and review invoices in our client portal: <http://www.TechSupportRequest.com>