

Experts Update

Brought
to you
by:



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“Before hiring Tech Experts, our network would sometimes go down, run slow, and we’d sometimes run into just weird problems we couldn’t figure out. Since signing up on their network maintenance plan, we haven’t had any network problems. We also upgraded our systems to a wide area network, linking up all of our salons — we couldn’t have done that without Tech Experts help. I’m VERY glad we hired these guys to support our systems.”

**— Dennis Asmar,
President,
Elektrik Beach**

Local Tanning Salon Enhances Customer Service and Decreases Costs with Service From Tech Experts

Dennis Asmar is a busy guy. Between running his two Elektrik Beach Tanning Studios, managing his family’s rental properties, and building a new tanning salon, spare time is in short supply for Dennis. That’s why he trusts his company’s computer systems to Tech Experts.

“You wouldn’t think our business is all that complex,” said Asmar recently. “But, we have very high quality and safety standards. Before we networked our salons, a customer could tan at one salon, and then go to another of our salons and tan again. That’s just not safe.”

Asmar wanted to implement a system where all Elektrik Beach Tanning Studios would talk to one another, and in January, 2005, he chose Tech Experts to implement the wide area network for his salons and home office.

Tech Experts installed Windows 2003 Servers at each location with several workstation computers. There is also a server at Asmar’s home office, with several workstations for reporting, bookkeeping and general office use. The servers link to a central database provided by Elektrik Beach’s specialty software company.

Now, any Elektrik Beach customer can tan at any Elektrik Beach location.

“The benefits of having our systems networked are tremendous,” continued Asmar. “I don’t have to go to each salon to retrieve sales and revenue reports. All of my data is centralized in one location, and I can do all of the work to run my business from my home office.”

Customer data is vital for Elektrik Beach — without it, they’re out of business. That’s why



Tech Experts implemented a redundant backup system. Backup is performed by the software vendor in Georgia, and also at the local home office server in Monroe. The tape backup in Monroe is rotated daily, ensuring a good backup every time.

As Elektrik Beach expands, Asmar finds he is spending more time at his home office or in the field on new salon projects, and not as much time in the salons as he’d like. For his home office staff and himself to continue to provide the necessary oversight of the salons, Tech Experts installed remote IP cameras at each location. This allows Asmar to visually see if his clerks are having trouble in the salons, or perhaps need help with the computers or customer service.

The cameras connect through the high-speed wide area network to Asmar’s home office, where he has a high-end workstation with dual monitors displaying camera data in real time, all the time. Surveillance data is also stored on the home office server, in case it is needed at a future time. It is an efficient, cost-effective solution for store security and monitoring.

“Before hiring Tech Experts, our network would sometimes go down, run slow, and we’d sometimes run into just weird problems we couldn’t figure out,” said Asmar. “Since signing up on their network maintenance plan, we haven’t had any network problems. We also upgraded our systems to a wide area network, linking up all of our salons — we couldn’t have done that without Tech Experts help. I’m VERY glad we hired these guys to support our systems.”



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



Think Twice Before Posting Any Information About Yourself Online

Whether it's a chat group, forum, or even an email, take caution when giving out personal information or expressing your opinion about someone or something online.

Internet information is growing larger and more impossible to control every day. It's not uncommon for people to lose their jobs because of what they wrote about their boss or their company, not realizing that it would remain as a permanent online record for the entire world.

One 22-year-old answered an Internet inquiry about whether anyone had ever had a bad drug trip. His reply was so interesting and colorful that years later it still ranks number seven out of a total of 92,600 Google hits that come up when you type in his name!

That's why you should be very careful about what you post. Your boss or your future boss and head hunters can research your name online and pull up more information than you want them to have. They can also do continuous background checks on you, no disclosure required.

They not only can see what you've posted, they might be able to see your age, marital status, the value of your house, things you wrote as a teenager, liens, bankruptcies, and political affiliations.

Without the full story, a post or a question could be misinterpreted. For example, let's suppose you are doing research for a friend or relative with a drug problem. If you post a question asking how to help someone beat a drug habit, others may assume the person with the habit is you.

To protect yourself, Business Week magazine gave the following recommendations:

- ♦ Register with an online profile manager such as Ziggs or LinkedIn. They're free.
- ♦ If you must use MySpace, refrain from posting the risqué. Consider cloaking or using an avatar.
- ♦ Order a background check from Zabasearch or Argali. Contact vendors if you find incorrect information.
- ♦ Think before you blog. Anything personal that you post may come back to haunt you for years in the future.
- ♦ Don't send anything in an e-mail you would not want the world, and especially your mother, to read

As always, use common sense with the Internet. It is a very public place with a very long memory. It is fair to assume, Google never forgets anything.

Dell and Apple Recall Millions of Laptop Batteries That Could Suddenly Explode or Burst Into Flames

(Or, Why We Don't Sell or Recommend Dell Computers for Our Clients ☺)

Dell recently issued a recall of 4.1 million Sony-made laptop batteries sold between April 2004 and July 2006 because of a fire-hazard risk.

Following Dell's announcement, Apple has also issued a recall for 1.8 million laptop batteries for the same reason: the batteries can over-heat and cause the laptop to ignite.

If you own a Dell or a Mac laptop, check to see if your battery is on the recall list. If it is, remove the battery and run the laptop from an electrical outlet until you receive a free replacement.

How To Know If Your Laptop Battery Is At Risk

If you own a Dell laptop and want to see if it is affected, visit www.dellbatteryprogram.com. You will be prompted to enter the product number written on the inside of the battery.



July 21, 2006 - A Dell laptop computer at a conference in Japan spontaneously combusts and explodes multiple times within five minutes.

If you own an Apple laptop, go to: www.apple.com and type "battery recall" in the search option.

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Tech Experts Earns Certified Partner Status In Microsoft's Partner Program

TechExperts recently earned certified status in Microsoft's Partner Program, which recognizes TechExperts' expertise and impact in the technology marketplace.

As a Certified Partner, TechExperts has demonstrated expertise with Microsoft technologies and proven ability to meet customer needs.

Microsoft Certified Partners receive a rich set of benefits, including access, training and support that give them a competitive advantage in the marketplace.

"Only companies that have demonstrated high levels of customer service, proved their experience and attained advanced certification receive the designation of Microsoft Certified Partner," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft Corp. "Microsoft recognizes TechExperts for its skills and expertise in providing customer

Microsoft
CERTIFIED
Partner

satisfaction with Microsoft products and technology."

In addition to earning certified status, TechExperts has earned a Microsoft Competency.

Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft technologies to customers looking for a particular type of solution.

Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry.

Microsoft Certified Partners enrolled in the Networking Infrastructure Solutions Competency have proved their

competency in implementing technology solutions based on the Microsoft Windows Server™ 2003 operating system, with a particular focus on Windows Small Business Server 2003.

These implementations may include solutions that connect Windows-based servers, PC locations and the Internet; installation of a server farm; or a small-business Windows Server stand-alone solution that includes file and print capabilities.

We are extremely pleased to have earned certified status in the Microsoft Partner Program. The certified status allows us to clearly promote our expertise and relationship with Microsoft to our customers.

The benefits provided through our certified membership and enhanced relationship with Microsoft will allow us to continue to expand the service and offerings that we provide our clients.

Dell's Exploding Laptops Recall Continued....

This recall is for laptops with PowerPC chips. Newer Mac laptops with Intel chips are not affected by the recall.

Dell confirmed that it worked with Sony over the last few months to improve the battery manufacturing process.

However, Sony batteries are used by many different laptop manufacturers, which means the problem may be more widespread than Dell

laptops.

Battery recalls are nothing new, but this recent recall is considered the largest in consumer electronics history.

Not Sure What To Do?

If you have a laptop and you're concerned about the battery overheating, give us a call. We'll be more than happy to investigate whether or not your battery needs to be replaced. Just don't delay!





“We make all of your computer problems go away without the cost of a full-time IT staff!”

Ask us about our fixed price service agreements - Computer support at a flat monthly fee you can budget for, just like rent!



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New, Noteworthy or Need-to-know

Thinking about upgrading your computers, laptops or server?

We've seen a big surge in the number of customers who are deciding to upgrade their computers and servers. Many people bought computers in 1999 or 2000 to deal with Y2K issues and these computers are now six years old.

The rule of thumb used to be that computers needed to be replaced every three years. Today it's more like every four to five years.

Our preferred computer supplier, IBM/Lenovo, is offering some terrific pricing on their new Lenovo 3000 series of computers. This is the first time Lenovo has sold computers under their own name and they are looking to capture market share quickly.

If you aren't familiar with Lenovo, they are formerly the personal computer division of IBM. IBM spun off this business to a company called Lenovo, and IBM still owns a significant part of the new company. Lenovo produces all ThinkPad and ThinkCentre computers.

The new Lenovo 3000 series computers are sleek looking and are super fast. Available in both Intel Pentium and AMD processor options, they are available in many models ranging from the low-end for basic Word and email uses to high-end graphics work. So if you're contemplating new PCs for the office, give us a call.

When we have quoted full systems lately we have been within a few dollars of comparable Dell systems, but you get a much higher quality product for your money.

Having trouble keeping track of all your digital photos?

Unless you really have a lot of time on your hands, you probably don't want to go through the massive folder that contains your European vacation photos and rename them Europe_1.jpg, Europe_2.jpg, and so on down the line.

If you're running Windows XP on your computer, you don't have to do this. You can use this trick to quickly apply a meaningful label to every picture in the folder.

First, open the folder and select View > Thumbnails.

Second, click the **last** picture in the folder you want to rename, hold down the Shift key, and click the **first** picture; this will select them all.

Right-click the first photo, and select Rename from the drop-down menu.

Windows XP will highlight the filename for the first photo, enabling you to give it a descriptive name.

Type in something like October 2006 Vacation.

After you type in the name, click the white space outside of the photo and watch as Windows applies the name with a sequential number to each picture in the folder.

Now, they're organized.

Microsoft Announces Portable Media Player

Microsoft has announced details of its "iPod Killer," a new device called "Zune" intended to compete with the highly successful Apple iPod products.

It should be available by Christmas and is expected to include features such as wireless connectivity, streaming video and audio, phone, and even features from the Xbox game system.

Microsoft's initial plans will pay users to move out of iTunes and convert purchased-media to the Zune platform. And, Zune is already wi-fi enabled!

off the mark .com by Mark Parisi

