



“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!”

- Walt Ely, System Care Inc.

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# Technology Times

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

## 3 Smart, Cost-Cutting Reasons To Upgrade Your Peer-To-Peer Network To A Server



If you’ve got a business with 5 or more employees in the office, there are some very compelling reasons you might want to consider upgrading to Microsoft’s Small Business Server:

### #1. Remote Access, From Home Or On The Road

Want to work from home as if you are sitting in the office? A server can enable you to do this. Some companies are actually allowing employees to work remotely to save on office space. One client got rid of their expensive office space and has all their employees working from home. This saved them a tremendous amount of money on rent and expenses, and their employees are happier and more productive to boot.

### #2 Tighter Security Against Hackers And Viruses

Having a server provides a central point of access that can be defended against hackers and viruses. Since all the PCs on the network connect through that central portal, it’s easier to keep anti-virus updates current and security systems in place. You’ll also be able to manage and monitor employees’ Internet access, block spammers, and automatically remove dangerous e-mail attachments to help prevent virus attacks.

### #3 More Complete And Reliable Backups

A server will consolidate all the data residing on your and your employees’ desktops and enable you to back everything up at once. Often companies have over half of their critical data and documents residing on individual PCs. If one of those PCs gets compromised, corrupt or experiences a major hardware failure, you could easily lose all of that data!

**Upgrade your network to a server during the month of August and get 3 FREE months of our Premium Proactive Care support program, valued at \$3,000!**

**Call for the full details: 440 -925-4005**

Get More Free Tips, Tools, and Services at [www.systemcareinc.com](http://www.systemcareinc.com)

## **FREE:**

### **Disaster Recovery Audit Reveals How FAST Your Business Could Be Back Up and Running After A Natural Disaster, Server Crash, Virus Attack, Or Other Catastrophe Don't Get Caught Unprepared!**

We want to give all our clients and friends a **FREE Disaster Recovery Audit** to answer critical questions such as:

- How fast could you recover after a data-erasing disaster?
- What would happen if you HAD to restore all of your data tomorrow? What steps would be involved, what would it cost and how long would it take?
- Is ALL your data being backed up, every day in a format that is usable?
- Are you REALLY protected from hackers, viruses, and human error?
- Do you really know the steps and costs to rebuild your servers and recover your data?

There is no cost or obligation when you say "YES!" to this free service. If we find a problem, we'll let you know right away what you can do to resolve it. If we don't find any problems with your current backup, you'll at least gain the peace of mind knowing your data IS safe!

**To Claim Your FREE Disaster Recovery Audit:**  
Send me an email at [wely@systemcareinc.com](mailto:wely@systemcareinc.com)

This Free Audit Offer Ends August 31st so Act Today!

## **Attention Companies Using VoIP: Here Are Four Cool Tools You Might Not Be Taking Advantage Of!**

If you switched to a VoIP service for the cost savings, you might not be aware of the "big business" tools it offers:



**Unified Messaging:** In simple terms, this means one-stop access to voice mail and e-mail. E-mails can be translated to voice messages, and voice messages can be turned into e-mails. You can also set priorities so messages from key people get to the top of the list, and others...well, go into the "circular file."

**Conferencing:** VoIP systems can take the traditional audio conference to the next level, injecting collaboration capabilities so participants can exchange files, sync calendars and (given the right broadband connection) communicate via video.

**Find Me/Follow Me:** This is a single-number forwarding function that lets callers find you or your employees whether they're at their desks, in a hotel, working from home or on a job site.

**Auto Attendant:** This feature answers incoming calls, lets you play music or prerecorded messages to callers on hold and supports a voice-mail tree that can route calls by employee to make your small shop appear much bigger to callers.

## **How To Use Simple Video Messages To Your Web Site To Boost Sales**

A fast-growing trend for businesses is using online video "sales letters" to deliver everything from sales presentations and customer testimonials to short educational clips to demo a product. While you certainly want your video to look as professional as possible, the tools needed have become so inexpensive and easy that anyone can create a decent video without a trip to the studio.

The tool we recommend starting with is a Flip Video camera that can be purchased at Target or an electronics retail outlet for under \$200 (you can also go online to [www.theflip.com](http://www.theflip.com)). It's super simple to use and contains its own self-installing software that makes it ultra easy to save your video to your computer's hard drive.

We recommend posting your videos to YouTube.com and saving them with certain keywords that are important to your business.

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PC Spell Checkers are ubiquitous these days, but are they always everything they're supposed to be?!?!?

## An Ode To Spel Chek

Eye halve a spelling chequer  
It came with my pea sea  
It plainly marques four my revue  
Miss steaks eye kin knot sea.

Eye strike a key and type a word  
And weight four it two say  
Weather eye am wrong oar write  
It shows me strait a weigh.

As soon as a mist ache is maid  
It nose bee fore two long  
And eye can put the error rite  
Its rare lea ever wrong.

Eye have run this poem threw it  
I am shore your pleased two no  
Its letter perfect awl the weigh  
My chequer tolled me sew.

## Tech Support Stories – Not So Em'powering'

An individual called frustrated that he couldn't turn his computer on. Boy was he embarrassed when we determined he had plugged his power strip back into itself.

A computer store technician stopped by the house of a woman who was having trouble turning on her computer. After asking the lady to turn on her computer he quickly discovered the problem. She had gotten into the habit of turning the computer on by first pressing the power switch on the computer, then the power switch on the monitor. But somehow, they had gotten out of sync, so when the computer was on, the monitor was off, or vice versa. So no matter how many times she flipped both switches, the computer just wouldn't seem to work.

From there, your webmaster can post the videos to your web site via YouTube.com. Posting the videos this way will prevent problems with them playing correctly AND will give you an added boost to your company's natural SEO rankings.

According to the marketing experts we researched, adding video to your web page can actually DOUBLE conversion rates and leads generated! Why do they work so well? For starters, some people prefer to get a quick video clip of the "bottom line" instead of reading through a web site. Plus, if you're good in front of people, why not let them "meet" you by watching a quick welcome video of you and your team online. Another powerful way to use video is via testimonials from happy customers. In a world full of skeptics, it's hard to argue with a good video testimonial from a client talking about how you've helped them.

## Would you like to earn \$250 off your next invoice?

If you are currently under a Proactive Care agreement and would like to get \$250 off your next invoice, simply agree to do a video testimonial for System Care and we will credit your next invoice by \$250.00.

## Twitter Website grows by 1,448% Social Networking's Explosive Growth Continues

Unless you have been living in a cave without any social interaction the past 8 months you have likely heard something about social networking. Twitter, Facebook, Myspace, LinkedIn, etc. are all examples of social networking sites that are gaining a great deal of momentum. At first I thought this was a passing fad that was only useful to my 17 year old daughter to stay in touch with her friends. However, what I have discovered is that a whopping two-thirds of internet users visit Social Networking or blogging sites according to a new Nielsen report. Nielsen also reports gains in Twitter.com unique visitor growth month over month as high as a phenomenal 1,448%. How would you like that amount of traffic to your website? I know I certainly would. Social Networking is a proven method to find and maintain a successful client base.

So I took the plunge and created a Twitter and LinkedIn account. Setting up the sites was very simple. You can view my twitter account at [www.twitter.com/wely49](http://www.twitter.com/wely49). To see LinkedIn <http://www.linkedin.com/pub/walter-ely/5/973/282>

The more I use the services the more I realized that there are some significant opportunities for us to promote our business and keep our customers up to date on what we are working on and new products and services. **We are currently in the pilot phase**

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## Thanks For The Kind Words...

Just wanted to thank you on how quickly you got the replacement laptop up and delivered to Luke. All told, he was down for less than 48 hours. That is exceptional. Thanks Again.

Lance Goldhahn

### Weird Facts:

- The great pyramids of Egypt now stand a full three miles south of the spot where they were originally built. That's how much the earth's surface has shifted in the last 4,500 years.
- A strand of spider web is stronger than an equal diameter of steel.
- There are sand dunes in Arcachon, France, that are 350 feet high.
- The whale has the slowest metabolism of all animals. Despite its size, it lives on one of the smallest of all creatures, the microscopic plankton found throughout the sea.

### Top Reasons Why Windows Is Not A Virus

- Viruses are free.
- Viruses don't take up most of your hard drive.
- Viruses don't have major bugs.
- Viruses don't have three different sets of documentation.
- Viruses aren't on every computer.
- Viruses install themselves!

**of a new service that will provide new users to these products an easy way to jumpstart their accounts and easily maintain them and keep the information fresh and current.** If you would be interested in joining this pilot or attending our **Social Networking Seminar** please email me at [wely@systemcareinc.com](mailto:wely@systemcareinc.com) or Mike Mandato at [mmandato@systemcareinc.com](mailto:mmandato@systemcareinc.com).

To follow Mike Mandato on twitter [www.twitter.com/mmandato](http://www.twitter.com/mmandato).  
On LinkedIn: <http://www.linkedin.com/in/mpmandato>

## Are We *REALLY* In A Recession?

A 50-year-old Texas accountant named Randy Reeves, paid \$1,500 cash in April for the dentist's mold of the upper and lower teeth of Tiny Tim, which the late singer had given to the seller.

In May, the University of Washington ran a two-month campaign of compassion to help out people hurt by the downturn in the economy. Fans of UW's football team who lost their jobs or are otherwise financially unable to renew their Huskies' season tickets can tap into a special philanthropic fund. A donor's \$500 tax-deductible gift to "Dawgs Supporting Dawgs" would permit a hard-hit fan to maintain his place on the priority season-ticket list (though this year's seats would be in an inferior location).

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