

**NEWS****WITH HARD DRIVE PRICES SO HIGH, WHY NOT GO SSD?**

The 2011 floods in the Far East destroyed a number of hard drive manufacturing facilities. This caused hard drive prices to skyrocket. Since the plants that make SSD or Solid State Drives are located in different geographical locations, those plants remain unaffected and producing drives. The cost difference for these drives has narrowed and is now affordable for most users. SSD's are similar to USB thumb drives. There are no moving parts, they are incredibly fast, they consume less power and very rarely fail. Many PC manufacturers are starting to use them in lieu of hard drives for new systems as well. Upgrade today!

**NO MORE FLASH?**

Adobe announced that it will be discontinuing support for Flash and focusing on HTML5. That means that it will soon be time to update your website and focus on newer technologies to stay current and compatible with your user's devices!

**SPECIALS****IT'S TIME TO GET SERIOUS ABOUT SECURITY IN 2012!**

Zappos is the next in a long list of companies to fall victim to hacking, viruses, spyware and data theft. Please do not allow your business to be next. The results can be devastating. Make sure that you follow our multi-point security recommendations and protect your digital assets. In February, all clients that get one of the following security enhancements will receive \$25.00 off a purchase of \$500.00 or more when they mention this offer. Enhancements include: a new firewall, new anti-virus software, new backup software, or a security update to web programming.

**HIGHLIGHTS****HAVE YOU REPLACED YOUR BATTERIES?**

Don't delay! Get your UPS batteries replaced before storm season hits and leaves you in the dark. Most batteries last about three years and then wear out and need to be replaced.

How can you safely test your battery to ensure that it is still working? Shut down your equipment. Restart your

**Content Management Systems Allow Easy Website Updates**

Once you redesign your corporate website, keeping it updated can sometimes be a costly and time consuming task. Does anyone in your office have programming or web layout skills? Can they update your site without first taking web programming classes or spending time pouring through books and manuals on design? Is there an easier way? Yes! When your website is redesigned, you should consider having it built around a Content Management System such as WordPress or Joomla. These systems feature a secure login and an easy-to-use interface that allows the average user, perhaps with a couple of hours of training, to administer the website. Users can change text, update pictures, change menus, even add entire sections and pages. Once the overall website structure is designed by a professional programmer, the rest is much easier to do. Both of these systems also feature many add-ins such as blogs, forums, calendars, and much more.

What does it cost? Nothing! That is the best part of these systems. They are open source, community supported and completely free to use on your website. You will need to pay a programmer to integrate one of these systems for you, which takes several hours or more depending on the complexity of your website.

If one of these canned content management systems do not fit your needs, a custom solution can be hand coded to perform exactly as you require it to perform. Custom functionality, e-commerce, shopping carts, protected area and so much more can be created to make your website a powerful business tool.

Should your company need help with integrating a content management system or custom website programming, please do not hesitate to call one of our Technology Consultants.

**Did You Make Your Technology New Year's Resolutions?**

January was supposed to be a time of reorganization and for making personal and business resolutions. How did you do? Did you put into place any of your important technology initiatives that you had every good intention of doing? If you are a bit behind, here is a list to work from. Think of it as a friendly reminder to take a look at your technology services and needs, and to catch up with items that might have been overlooked or avoided the past years while everyone cut spending and simply "held on" to weather the storm.

Remember, technology is not an expense. It is a valuable investment that your company makes to keep employees productive, clients happy, and operations running smoothly. Allow the professionals at Excalibur Technology to help you with new ideas and improve your business practices. Here are a few of our ideas for your review:

**Get into the cloud**

It seems like everyone is talking about cloud computing these days and the benefits that go along with it. Luckily the Excalibur Technology Data Center is online and ready to serve all of your cloud computing needs! From hosted applications to entire server infrastructure, our team makes it easy to move your network into the cloud and eliminate the costs of purchasing hardware and supporting it. We bring you "technology as a service" and simply make everything work for you. Make the move today and see just how easy it becomes to run your business for virtually any location on any devices!

**Go mobile! Grab that new iPad or Android!**

If you have not checked out the vast selection of new smartphones and mobile devices including Android, iPhone, iPad, and tablets -- you need to. These devices provide many of the functionalities of a PC in a smaller form factor with always-on technology. Never be disconnected from your office again and give your employees the ability to work remotely easily. We can setup secure connections to all of your peripherals and show you how to access your entire organization from the road.

**Update your website and go social**

Does your website still feature pages that say "Coming Spring of 2005"? Has anything in your industry or business

**GET READY FOR NEW SOFTWARE AND TECHNOLOGIES IN 2012!**

Be ready for a flood of new products, services and updates in 2012. Some of the expectations include:

**Windows 8** – new Microsoft operating system that can be run across tablets and desktops alike. Much more visual and able to be controlled with touch. Watch for touchscreen monitors too.

**Windows Server 2012** – Latest enhancement to this platform includes better virtualization support, cloud support, and data recovery and security.

**iPad 3** – A selection of new Apple iPad devices will be released. They will feature faster processors, higher resolution graphics and come in multiple sizes.

**Office 2012** – Cloud support, and enhanced support for Exchange, SharePoint and CRM services.

**BEWARE OF NEW AGE INJURIES THAT CAN AFFECT YOUR HEALTH**

Ever imagine that your wonderful new iPhone would give you a horrible case of "text neck"? Think your trusty communication device would give you BlackBerry Thumb? Have you felt the pain of iPad Shoulder during a meeting? As much as we love our devices, new technology and new way of working and entertaining ourselves, we need to remember to give our bodies a break every so often, to stretch, and relax without any sort of electronic companion. Get out there and take a walk! For more information, [check out this article HERE.](#)

**ONE CLICK GIVES YOU STATUS UPDATES ON OUR NETWORK AND SERVICE PROVIDERS**

The Excalibur Technology website homepage now features a network status button that gives you up to the minute information about all of our e-mail, hosting, backup, cloud computing, scheduled maintenance and other services we provide. We also try to post information about regional and national service outages that might be affecting your systems. Downtime at Excalibur Technology is extremely minimal due to our careful planning and redundant systems. If you think "something" might be wrong, this is a good place to start, or

servers and push the "Pause" key while they are booting, before the operating system starts to load. Then, unplug your UPS from the wall. It should be able to keep the server on, and give you 10+ minutes of run time. If not, then you either have a worn battery or a unit that is not strong enough to hold the stress placed on it.

#### **GOOGLE+ NOW ALLOWS BUSINESS PAGES TO BE SETUP**

Google's new social media utility, Google+ has opened up their systems to business pages. This means that much like Facebook business sites, you can create a page with a streaming blog for Google+ users to see. Text, photos, videos, can all be added. Until the whole social media craze shakes out and a dominant winner is determined, we suggest that companies embrace as many forms of social media as possible to reach the maximum number of prospects. Check out our new Google+ page that we just posted this week by [CLICKING HERE...](#) we will be adding content daily, so be sure to +1 us and check back often!

#### **ADD 24 HOUR SUPPORT TO YOUR COVERAGE!**

Don't forget that Excalibur Technology offers 24x7x365 support for clients. Be sure to add this to your support package for only \$100.00 per month. This gives you instant live access to a support engineer at anytime. Support minutes billed at time of use as well. Without this add-on, the minimum charge is \$350.00 per emergency. If you sign up for this service in February, your third month will be free!

changed in the past year? Are you running any special offers that can help your customers succeed? Make sure that your website tells visitors all of this and more! Keep content fresh to increase your search engine rankings and visitor's attention. Give people a reason to visit your website. Once your site is freshened, allow us to help you navigate the complex world of social media to engage your audience on Facebook, Twitter, Google+, and your blog! Become a wealth of knowledge for your customers and an expert in your field that is at the top of searches.

#### **Use SEO (Search Engine Optimization) to really stand out**

Even if your website is amazing, if it is not properly optimized using all of the latest techniques, you will not get the maximum number of hits that you should. The metrics that search engines use to rank one page over another change constantly. If you are still relying only on meta tags for ranking, you will only be found on page 30 or so ... update now! Speak to one of our knowledgeable SEO experts and get your site noticed.

#### **Start using Microsoft Exchange**

This is perhaps one of the easiest and quickest ways of boosting productivity. Microsoft Exchange is real e-mail and collaboration. It instantly synchronizes your e-mail to your desktop or laptop, your iPhone, iPad, Android, BlackBerry, home computer and more! Exchange ensures that your calendar and contacts are always with you, and allows you to share any of your information as desired with the rest of your coworkers. Imagine sending an e-mail from your smartphone and having it appear in your sent items on your desktop while also being instantly available through webmail anywhere in the world! Never miss important messages or appointments again! Our Hosted Exchange service brings this once expensive service to you for only \$9.95 per month!

#### **Replace slow, outdated and failing servers, workstations, and laptops.**

Old equipment runs slow, is unreliable, and could crash causing you downtime and data loss. New equipment is much more efficient and takes advantage of the latest productivity technology to help you run your business more efficiently. If it has been 3 years or more since your last hardware refresh, review your needs with your Technology Consultant. Be sure to ask about our leasing opportunities that require only a minimal down payment and low monthly payments. In many cases you can purchase new equipment for what you are paying to maintain your older systems.

#### **Setup an on-line backup**

Data loss is becoming an increasing concern for business owners. Technology failure is not a question of "if" but "when". Hard drives crash, lightning strikes, employees erase files and viruses corrupt machines. Should any of these things happen, data restoration will be required. For the greatest chance of data recovery, an offsite backup is your best hope. Our Net-Safe Cloud Internet backup service securely, instantly, and affordably sends all of your critical data to our Data Center should an emergency ever occur. Starting at \$5.95 per month, how can you afford NOT to protect your valuable data?

#### **Get flat-rate support**

Want an easier way to budget for your monthly I.T. expenditures this year and eliminate surprise bills? Sign up for our Total Support Solution. This service can bring you unlimited support all for a low monthly cost. Packages include 24x7x365 system monitoring and support, unlimited Help Desk support for supported applications, and so much more. Should a problem occur, we spend as much time as required to fix it, and we do not bill you anything more. The risk of technology errors and unexpected cost are now no more. Visit our website or call your Technology Consultant today for additional details about our most popular program!

#### **SharePoint and CRM**

Need a better way to securely and easily share data with coworkers? Sharepoint! This tool from Microsoft integrates with your existing applications to make document and file management a snap. Publish files on a secure server and allow your employees to access them from anywhere while tracking who is working on what document, and who has the latest version. CRM will help your company grow by ensuring that clients, sales and projects are all followed up with in a timely manner. Ask your Technology Consultant how these two great tools can increase your productivity!

So much is changing with technology; you need a team of experts to keep your business competitive. All of us at Excalibur Technology have made our New Year's resolution to work even harder for you this year to exceed all of your expectations. Remember, we don't just "fix computers" ... we are your professional business consultants ready to answer all of your questions, learn your business needs, and thoughtfully design solutions to help your company succeed and grow!

just call the professionals at our Help Desk. Go ahead, click the button above and take a look!

#### **ARE YOU MISSING OUT ON GREAT STUFF?**

Do you know that we give away iPods, iPads, service, and have special promotions all the time on our social media outlets? Be sure to join us on Twitter, FaceBook, Google+ or our Blog for amazing opportunities not found anywhere else. Here are the links for quick reference. Just click any of the names to jump to that service.

[Twitter](#)

[FaceBook](#)

[Google+ \(NEW!\)](#)

[Excalibur Blog \(NEW!\)](#)

#### **ANNOUNCING EXCALIBUR HOSTED CRM SOLUTIONS!**

We are proud to announce the offering of Hosted Microsoft CRM solutions. CRM is a professional contact management solution that helps improve sales, customer service, and marketing. For only \$18 per user, this powerful application integrates with SharePoint and Exchange to bring your company the most powerful solution available. For a demonstration or to find out how this can make a huge impact on your organization, please call your Technology Consultant today.

#### **WANT AN iPad, VISA GIFT CARD OR SERVICE CREDITS?**



#### **Tell your friends about Excalibur Technology and get rewarded!**

When you refer your friends to Excalibur Technology, they get a free trial of our service, a \$50 VISA gift card, and a chance to win an iPad2. You'll also get a \$100.00 credit and setup in our generous referral program that gives you 5% of their service billing for life! For details on this very generous program [check out our website HERE.](#)

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