

January 2009

Fidells

Your Key to Stress Free IT

Innovations



Mark Saum, President



The New Year in the old days...

The Romans were first to use January 1 as the beginning of their year in 153 B.C. Prior to that, March 25, the date of the vernal equinox or the first day of spring, was celebrated as New Year's Day.

New Year's resolutions are nothing new either, that tradition dates back to the early Babylonians.

Today, many of us vow to lose weight or change a habit, but the early Babylonian's most popular resolution was to return borrowed farm equipment. What a difference a few centuries make!

Now that you are well-versed in the roots of this celebratory time, start 2009 with a fresh outlook on life.

A New Years Resolution: Leaner and Meaner

While everyone worries about the economy, we plan to thrive. And we want you to thrive, too. Now is the time to button-up everything possible to make your business lean and mean through this uncertain economy.

Today, more than ever, everything is about the bottom line—and we're talking about tweaking your information technology to make your company stronger. Because if you maximize technology, you can decrease waste and increase employee productivity—always a good idea, but critical in today's business environment.

Here are some easy ways that you can adjust your current IT to run a leaner, meaner business machine:

Manage Your IT No more surprises or extended downtime. Our managed IT service, IT Autopilot, means that we are watching your IT and watching your back. Allow us to be your virtual IT staff so your employees can focus on your business.

Web Content Filtering This is a two-for-one solution. Today, most spyware/malware/viruses come from websites. Open Internet surfing is a big security

risk to your business network. Internet surfing also translates to decreased productivity of your employees. Controlling the websites your employees visit will increase their business productivity and better secure your network.

Dual Monitors at Work Stations Study after study demonstrates that dual monitors increase employee productivity 20-40%. Two monitors give the ability to work on several applications at the same time without the need to open and close windows. This is a simple solution for getting more output per employee and reducing errors.

We practice what we preach. At Fidelis we monitor our IT just like we monitor the IT of our customers. We maintain a Unified Threat Management Firewall (web content filtering system) and everyone has dual monitors. As a small business, we need to be as efficient as possible. These IT solutions help us do that. We believe that your company's IT should be a strength, not a weakness.

If you would like to start off the New Year leaner and meaner, with stronger IT, give Fidelis a call.

Resolutions: Quit smoking and boost productivity

Great! I have your attention. No, I am not talking about how to kick the habit. When I say "smoking" I mean the smoke that pours out of your ears when you get angry and frustrated with your computer. Quit the vicious cycle and boost productivity.

Fidelis can help you stop the madness.

There is no longer any reason to slam your fists down on your keyboard, take out your anger on your defenseless mouse or spout red-hot comments to your colleagues (well, unless they intentionally sabotaged your workstation).

When computer troubles hit, take a breather. Just step away from the computer for a few moments, refresh your coffee or grab a water bottle, because it just takes one call to get things back on track.

Breathe and be productive... When you are calm and refreshed, give us a call. Our technicians can work with you to resolve the problems and get you up and running again quickly. Believe it or not, we are not in the business of selling computers—our goal is to create the most efficient network environment for your organization.

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The Shocking Truth About Printer Manufacturers

There is a game that's been going on for a long time. Many companies will get you to buy a printer below their manufacturing cost, knowing that they will make money on you because:

Companies design their printers to be inefficient. This is how they make money: they sell you a printer at cost or below. They do this with a smile, knowing it requires a \$60 cartridge per ream of paper you print. Over the life of the printer, you spend more money on ink and other consumables than you do on the printer itself.

Companies design their printers to be short-lived. Every time a new printer model is released, third-party ink and toner manufacturers begin designing after-market ink and toner. Although third party ink and toner is often inferior and harmful to the printer, it puts downward pricing pressure on the cost of consumables. By designing printers that with a short life span and then releasing revisions of the

same printer with different cartridges, they stay one step ahead of the third-party suppliers. This allows them to continue making high margins in the their toner and ink divisions.

Companies design their printers with limited serviceability. Often when a printer malfunctions or begins to print poorly, replacing the toner, drum, or ink cartridge doesn't solve the problem. When replacing one of these parts doesn't fix the issue, the only solution is to purchase a new printer.

The Darn Thing Should Just Work! Cheaper printer designs don't include enough built-in memory or disk capacity. This results in long wait times and failed print jobs that require users to stop what they are doing and troubleshoot the machine. Your bargain has now become a productivity money pit.

Crazy Total Cost of Ownership! With all of these hidden costs, your price per

page is sometimes as high as 50¢ (or more!) per color page. These costs don't factor in the time it takes to buy, replace and manage the consumables for the multiple models you may have in your office. This devious strategy has worked for more than a decade, but people are finally catching on to their game.

Because Fidelis understands that you just want great prints and copies to come out every time you hit the print button, we have partnered with Xerox to provide their high quality at an affordable price.

Fidelis Makes Printing Expenses Predictable. Per-page costs vary by unit, but can be as low as 2.5¢ per page for black and white and 8¢ per page for edge-to-edge color.

Fidelis managed print services include Xerox quality with consumables, printer repair, maintenance and edge-to-edge color printing—all this with no up-front costs.

Comprehensive service, no games.



Quit smoking and boost productivity...

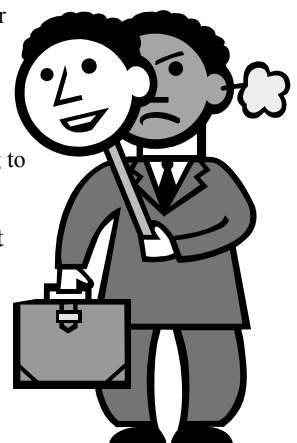
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So, quit fuming and boost productivity with our IT Autopilot program. The benefits are obvious, you can avoid expensive repairs and recovery costs with network monitoring and regular maintenance. You will experience faster performance, fewer "glitches" and practically zero frustrations that bring on those horrible smoke-spouting urges.

Feel good about hiring an entire IT department without the costs of employing a new in-house division. For a flat monthly fee you will sleep easier knowing the "gremlins at the gate" are being watched and kept out of your network 24/7/365 and if you have a problem, our technical staff is ready to help you get back on track.

Don't forget our Guarantee... We are so confident our service plan will kick your smoking habit, we are willing to back it up with a powerful guarantee:

We guarantee we will detect, diagnose, and prevent network problems from escalating into downtime. — *If by chance something slips through the cracks, we will work to restore your systems to their original operating state with no additional cost to you.*



February 17, 2009 — It's time to go digital!

Are you ready for all-digital television? At midnight on February 17, 2009, all full-power television stations in the US will stop broadcasting in analog and switch to 100% digital broadcasting.

What does this mean for consumers?

The bottom line is that after February 17th, all analog TV sets must be outfitted with a special digital-to-analog converter in order to continue displaying full power over-the-air TV signals. Otherwise, these televisions will only pick up low-power station signals like those used for religious groups, local government stations or businesses.

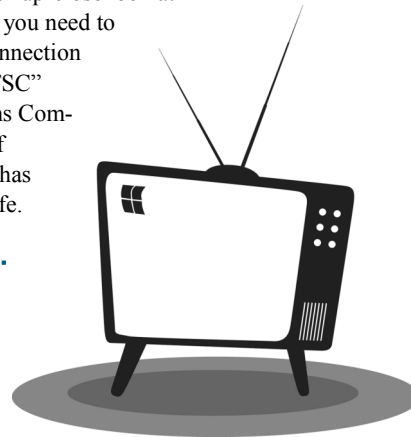
Don't worry, if you have a newer television with a digital tuner or if you subscribe to cable or satellite, you will continue to receive all your favorite channels with clearer picture quality.

How to tell if you have an analog or digital TV. The best way to determine if your television is set to receive digital signals is to look it up in the owners manual. If the manual has mysteri-

ously gone missing, like mine, just type the manufacturer's name into Google to search for the information on the Internet. Or, take an up-close look at your television set. Basically, you need to see if your set has an input connection labeled "digital input" or "ATSC" (Advanced Television Systems Committee for the DTV format). If either of these exists your set has a built in tuner and you are safe.

General rule of thumb...

If you bought your TV before 2004, you need to purchase a "digital tuner" if you do not have cable or satellite service. Only a very limited percentage of projection TVs, 42 inches and larger, included digital tuners before 2004 and televisions on the market today may sell simply as monitors or "HD-ready" sets that do not include digital tuners either.



BlackBerry steps up to compete with Apple

The BlackBerry Storm is said to be the only true competitor for the iPhone. Research In Motion created this device with all the bells and whistles of the iPhone—offered exclusively from Verizon Wireless.

The Storm combines four great devices in

one small sleek package; a mobile phone, multi-media player, a social organizer and a productivity tool. The Storm has a 3.25 inch LCD high-resolution color screen much like the iPhone and has touch screen capabilities, a full HTML browser for the Internet and more.

The innovative touch screen keyboard

seems easy to use and learn as you use it, predicting words you may be typing as well as checking your spelling. This keyboard appears on the touch screen as a standard phone keypad or, when turned horizontally, appears as a full QWERTY keyboard.

Some new users have had difficulties typing on the new touch screen keyboards, others will never go back to standard keys. Keep in mind, switching to a new device always has pros and cons. The question



is how useful the gadget is for your needs and if the learning curve is worthwhile.

Stay connected with reliable service and push e-mail.

With Verizon services, the BlackBerry Storm offers Internet connectivity through a full HTML browser so you can surf the world wide web anywhere, anytime. The Storm's browser even includes a cursor you can use to select items on the Internet or view pictures and videos quickly.

Calling all socialites... The Storm also comes preloaded with full, custom versions of Facebook and Flickr. Now you can take pictures while you're on vacation in Hawaii and share them instantly while your toes warm in the sand.

Five instant messaging applications like Google Talk, are also available for easy contact with your friends on the go. You can even attach pictures or video to the messages to enhance the experience. With the Storm, you can swap out the memory card

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“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!

BlackBerry steps up to compete...

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anytime, storing movies on one and maybe pictures on another.

Work on the go is easy, too.

You can receive every e-mail message as soon as it hits your computer's inbox with e-mail push. The device also includes enterprise features, like Microsoft Office programs, so you can download, view, edit, save and send Excel spreadsheets, PowerPoint presentations and Word documents.

The Storm also has 3G modem support. Simply plug your phone into your laptop and feed your computer an Internet connection similar to a low grade DSL. This is not an ideal connection for heavy users, but can be a life-saver in a pinch.

Just think of what's next...

Twenty years ago, cell phones were expensive and didn't offer much more than the typical home phone service, other than mobility. Now, mobility is just the icing on the cake. You can check e-mails, snap photos, browse the Internet, get directions, shop or chat with friends and family with ease anytime and anywhere.

Inquiring Minds...

Clear out the stockpile of holiday photos. Are you ready to print your holiday photos but don't have the time? Take a look at Shutterfly.com. They offer online services that help you quickly organize your photos, order prints or even create timeless gifts. You can keep track of your memories easier than ever with access to all your pictures and projects from one page. Don't worry, it won't take you an hour to load your pictures into the site. Actually, I loaded 75 pictures in just 8 minutes and the upload ran while I was browsing other sites. Shutterfly.com is a great way to share your photos with friends and family or order products like clothing or brag books too. Take a peek today!

What is a cache? Often referred to as the cache, the Temporary Internet Files folder contains a kind of travel record of the items you have seen, heard, or downloaded from the Web, including images, sounds, Web pages, even cookies. Storing these files in your cache can make browsing the Web faster because it usually takes your computer less time to display a Web page when it can call up some of the page's elements or even the entire page from your local Temporary Internet Files folder.

However, all those files stored in your cache take up space, so from time to time, you may want to clear out the files stored in your cache to free up some space on your computer.

While it's true, the more files you can load from your hard disk, the faster your browsing speed, it's also true that those pages on the Web may have changed since being stored on your computer. You may not want to miss fresh content just to save time.

Start 2009 with peace of mind — Automatic Off-site Backup

Off-site backup service from Fidelis eliminates the risk of fire, flood, theft, hard drive failure, or even human error! Your precious data is automatically and securely sent across the Internet to our secure datacenter. Your files remain on our server, for easy, instant retrieval. In fact, you can get any file as it existed in the past 30 days within five minutes.

Try that with a tape drive!

The best part is you don't have to do anything. It happens automatically in the middle of the night. No swapping tapes, no remembering to hook up the backup drive. Even on holidays! And it's secure enough for health care/HIPAA companies, law firms, and other sensitive data.

So, you can focus on what really matters...your business.

Service plans start at just \$199 per month!