



“As a business owner, 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!”
 - Alan Edwards, President and Founder, Whitehorse Technology Solutions

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“Ummm.”

Technology Times

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

If Disaster Strikes, How Fast Could You Be Back Up & Running?

You hear it all the time from us—back up your data, keep your virus protection current and install and maintain a firewall to protect yourself from hackers and other online threats. However, while these precautions will certainly help you avoid problems, they CAN’T do anything if you don’t have a good backup and disaster recovery plan in place.

Are You A Sitting Duck?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business. That means that most businesses, including your own, may end up offline and without important data after a simple lightning storm.



Don’t think that could ever happen to you? Consider this: “data-erasing disasters” can also take the form of office fires and broken water pipes, not just earthquakes, floods and tornadoes. If a fire started in your building, the parts that weren’t burned beyond recovery would probably be destroyed by the firemen’s efforts. But even more common is software corruption, hardware failures and human error!

7 Disaster Recovery Questions You Need To Answer

A disaster recovery plan doesn’t have to be complicated, time-consuming or expensive. Start by asking yourself the following questions...

1. Do you back up your company’s data daily to both an onsite *and* offsite location?
2. Are you absolutely certain that your backup copy is valid, complete and not corrupt? How do you know for sure?
3. If disaster strikes, HOW would you get your data back, and how long would it take? In many cases it takes days and often weeks; what would you do during that period of time?
4. Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
5. Would you and your employees have a way to access your network remotely if you couldn't get to the office?
6. Do you store important passwords in a secure place that company officers can access if you are unavailable?
7. Do you have a UPS (uninterruptible power supply) device in place to keep your network and other critical data operations running during a power outage?

Call 703-738-6302 to schedule your Disaster Recovery Assessment so we can be sure you are ready BEFORE a disaster ever strikes.

Shiny New Gadget Of The Month: Cobra PhoneTag



Never lose valuable items again!

With the Cobra PhoneTag, your belongings are secure from loss or theft. After syncing your device to the free smartphone app, simply attach it to your key chain, purse or laptop bag in order to protect those items.

How does it work?

The PhoneTag software monitors the distance between the phone and tagged items. If the items become separated, you will be alerted immediately.

The PhoneTag application records the GPS location & time that you lost your item. The software then sends the GPS information to a user-defined contact list through email, text message, or a linked Facebook or Twitter account.

PhoneTag can also act as a two-way “finder.” Simply tap the button on the PhoneTag device to ring your smartphone. If you are looking for your PhoneTag protected item, the PhoneTag application will help you to find it quickly and easily.

Check it out at www.cobra.com

Positioning Yourself For Success

Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional. This applies to most every profession. We're always trying to sell something whether it's a product, a service, an image—you name it.

What separates the real pros from the amateurs is their ability to make whatever they are providing of vital importance to every prospect.

Such positioning is not something you can achieve quickly, or once for all time. It's a continuous process of discovering new ways to take charge of the way your clients and prospects see you.

The better you plan your strategy for positioning yourself, the more successful your efforts are going to be. There are, in fact, ten crucial factors to consider as you think through your own positioning strategies and tactics.

(1) You position yourself first in your own mind. The way you see yourself will shape the way others see you. The way you think about yourself determines how you do everything. It affects the way you prospect, the way you interview, the way you present, the way you close, the way you manage your time—it shapes everything you do. As a result, people will see you the way you perceive yourself.

(2) You position yourself with your attitude. Some people walk into a room and say, "Here I am!" Other people walk into a room and say, "Ah, there you are!" The difference is whether we are self-centered or client-centered...Whether we are ego-driven or value-driven. Our attitudes toward our clients and prospects will always show up in the way we treat people. And, more than any other single factor, the way we treat others will determine the way they respond to us.

(3) You position yourself with your appearance. First impressions get set in stone very quickly. And, like it or not, the way you look is the most important factor in shaping those first and lasting impressions. To do to see how vital good appearance is, all you have to do is reflect on your own reactions to the people you meet. Don't you pay more attention to people who look important than you do to people who look sloppy? Most crucial, your prospects judge your importance by the way you look.

(4) You position yourself with your actions. Your prospects determine your importance, your intentions, your reliability—and many other critical factors—by watching everything you do.

(5) You position yourself with your words. Every word you say positions you either as a person to be considered important or as someone to be dismissed as quickly as possible.

The Lighter Side...

Kid Logic On Smart Buying And Careers



A little kid was looking at the large ripe watermelons growing in the gardener's melon patch. "I'll give you my twenty five cents for that watermelon," said the boy pointing to a beautiful, large, ripe fruit in the middle of the patch.

"No," said the gardener, "I get \$2 for a watermelon like that one." The little boy pointed to a tiny watermelon just beginning to grow nearby. "Will you take twenty five cents for that one?"

"Sure," replied the gardener, "I'll give you that one for twenty five cents."

"OK," said the little kid, sealing the deal by putting the coin in the gardener's hand, "I'll pick it up in about two weeks."

6-year-old Jimmy, a precocious kid, always told everyone he wanted to be a doctor when he grew up. One day as Jimmy was running through his house playing, he ran into the corner of a table and hurt his eye. Being a little kid, Jimmy cried for a while but also kept saying, "Oh no, now I can never be a doctor when I grow up."

Jimmy's mom trying to reassure him told Jimmy that he could still be a doctor but Jimmy kept insisting that he couldn't.

Finally she asked, "Why can't you be a doctor, Jimmy?"

Holding one hand over his injured eye, Jimmy said, "Because now I will have to be a pirate!"

(6) You position yourself with your focus. The most pressing question on your prospect's mind is always, "What's in it for me?" The real pros position themselves as consultants and business partners to their clients. They always keep the focus precisely where it belongs—on the client, not on themselves or their products.

(7) You position yourself with your presentation. The way you go about setting up and making your presentation says a lot to prospects about how important it is to listen to you.

(8) You position yourself by the way you handle objections. Amateurs see objections as excuses for not buying or as invitations to do battle. But real pros recognize that objections show a prospect's legitimate concerns—issues which must be cleared up before the prospect will make a decision to buy.

(9) You position yourself by the way you close. The way you ask for an assignment can position you as a true professional with an offer which provides value for the prospect. Or the way you close can make it look like you're an amateur who's trying to get a prospect to do you a favor. The difference is tremendous.

(10) You position yourself with the way you follow-up. One of the most vital factors in positioning yourself as a professional is what you do once a sale has been made. Professionalism involves developing a long-term, mutually beneficial relationship with every client. It's turning one-time *customers* into clients who view you as a valuable resource in your area of expertise.

What really counts is not what you know or believe, but what your prospects think and feel. You make them believe in you by positioning yourself as a professional.

Guest article provided by:

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,500 students from over 51 countries. He has authored two dozen books and audio programs distributed worldwide. His foundation provides scholarships to 48 deserving young people each year.



As a business leader, he is chairman of Great Harvest Bread Company with 220 stores in 43 states. He serves on the boards of several national organizations including BB&T (a Fortune 500 company with \$164 billion-dollars in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country.) Learn more about Dr. Qubein at www.nidoqubein.com



Whitehorse Update

Please join us in welcoming Amanda Walburn aboard! She will be taking on a bookkeeping, marketing and administrative role with us. Amanda attended Loyola University Maryland where she earned a degree in Mathematics, and has previously held positions in actuarial, project management and business management. Amanda moved to Washington from Baltimore in 2006, and currently lives downtown with her husband, darling baby son and dog. Her address is awalburn@whitehorse-tech.com

The Top 10 Technology Trends For 2012



During the Symposium ITxpo 2011, Gartner unveiled its prediction for the top technology trends in 2012.

Mobility and social media are taking a front seat for the ride into the future. Many of these technologies will drive the future of your business if they aren't already:

- 1) Media tablets and beyond
- 2) Mobile-centric applications and interfaces
- 3) Contextual and social user experience
- 4) Internet of Things
- 5) App stores and marketplaces
- 6) Next-generation analytics
- 7) Big Data
- 8) In-memory computing
- 9) Extreme low-energy servers
- 10) Cloud computing

Referral Program

We love referrals and are always flattered by people's kind words.

Everybody wins program: After the first meeting with a 10+ user company we will give you \$25. After they have spent at least \$1000 as a client we will give you another \$50 AND they will get \$100 off their next invoice.

www.whitehorse-tech.com/referrals

9 Steps You Must Know To Prevent A Server Crash

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing:

- 1) Tidy up the server room; a neater room will increase air flow.
- 2) If you have more than one server, arrange them in a row so that the cold air comes from the front and is expelled out the back.
- 3) Keep the doors to the server room closed and seal off the space.
- 4) Make sure cold air reaches all the equipment
- 5) Have a redundant A/C that is specifically designed for computers.
- 6) Buy a rack enclosure where the cooling is built in to the bottom of the rack.
- 7) Keep the temperature at no more than 77 degrees.
- 8) Use blanking panels over any empty spaces on your server rack.
- 9) Consider virtualization or hosting in a cloud environment so you are generating a lower amount of heat in the first place.



Who Else Wants To Win A \$25 Gift Card?

Take my monthly "Trivia Challenge" and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Dr Anita Auerbach of McLean, VA! She was the first person to correctly answer my quiz question from last month:

On December 3rd, 1967, what medical breakthrough took place?

- a) The first successful Siamese Twin separation
- b) Artificial insulin was first produced
- c) The first successful heart transplant

The correct answer is c) The first successful heart transplant. Congratulations, Dr Auerbach, you've won a \$25 Gift Card!

Now, here's this month's trivia question. The winner will receive a \$25 gift card.

Which of these famous people has a birthday of January 1st?

- a) Betsy Ross
- b) Paul Revere
- c) J. Edgar Hoover
- d) All of the above

*eMail Amanda right now with your answer!
awalburn@whitehorse-tech.com*