

## Solutions For a New Economy

CompuMend, Inc. is a small and medium business IT consulting company, located in Lakeland, Florida. It provides varying IT services, from virus removal and hardware troubleshooting to complete network management. With over 200 local clients, CompuMend is entering its seventh year of business in 2010 and is looking to expand its client list. It supports all industries, as its client list includes the following industries: hotel, packaging, accounting, retail, non-profit, advertising, law, schools, churches, medical, and so on.

## Price Comparison

### SERVICE:

Wireless Networking

GEEK SQUAD PRICE: \$199

COMPUMEND PRICE: \$130

SAVE \$69 on this service by contacting COMPUMEND, INC. at 863.738.2956.



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## Exploring Office Software That's Right For You.



### MICROSOFT OFFICE 2010

With a sale date of June, 2010, you're going to hear a lot more about this package of software over the next few months. You will be able to go to the CompuMend, Inc. website and download the beta version as well as find free resource documents created by CompuMend staff. These documents will provide you with a starting guide of how Office will look and behave. Keep checking our site for more information!

### OPEN OFFICE

A free alternative to Microsoft Office is OpenOffice. It too has a word processor, presentation software, spreadsheet, and most of the other features Microsoft Office has. The main problem is that Microsoft Office has major compatibility problems with it. So, this is a good cost effective alternative, but in the business world it's going to be hard to shared Open Office documents with other professionals unless they have Open Office too.



Facebook has partnered with McAfee to provide security on its site and on your computers. If your computer has a virus on it, the site will prompt you to clean your computer with McAfee software. There are also free time periods and discounts in the agreement. Watch for changes throughout the first quarter of 2010.

COMPUMEND OFFERS VIRUS REMOVAL SERVICES FOR HOME AND BUSINESS. CONSULT WITH US REGARDING ANTIVIRUS SOLUTIONS.



# Data Loss: How Often Does it Happen? And How to Prevent It.

What would you do and how would your business recover, if you lost your business critical data?

## DATA LOSS STATISTICS

6% of all PCs will suffer an episode of data loss in any given year. Given the number of PCs used in US businesses in 1998, that translates to approximately 4.6 million data loss episodes. At a conservative estimate, data loss cost US businesses \$11.8 billion in 1998. (Source: The Cost Of Lost Data, David M. Smith)

30% of all businesses that have a major fire go out of business within a year. 70% fail within five years. (Source: Home Office Computing Magazine)

31% of PC users have lost all of their files due to events beyond their control.

34% of companies fail to test their tape backups, and of those that do, 77% have found tape back-up failures.

American business lost more than \$7.6 billion as a result of viruses during first six months of 1999. (Source: Research by Computer Economics)

93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately. (Source: National Archives & Records Administration in Washington)

Simple drive recovery can cost upwards of \$7,500 and success is not guaranteed.

60% of companies that lose their data will shut down within 6 months of the disaster.

## HOW DO YOU AVOID LOSING DATA?

CompuMend, Inc. builds customized backup systems based on our clients' individual needs and environments. And, we continually monitor your backup systems to head off problems before they happen.  
Contact: 863.738.2956

The easiest way to avoid losing data is to have a complete backup system.

A complete backup system includes:

- Local backups of your data computer
- Local user backups
- Off site backups
- And routine performance checks of your backups.



**Microsoft** released on 1-21-10 an emergency Internet Explorer update: Microsoft Security Bulletin MS10-002 – Critical.

**Adobe** releases Shockwave security bulletin: Adobe recommends Shockwave Player users uninstall Shockwave version 11.5.2.602 and earlier on their systems, restart their systems, and install Shockwave version 11.5.6.606. **Apple** issues the following security update for OS X: CVE-2010-0036 which has this definition - A buffer overflow exists in the handling of mp4 audio files. Playing a maliciously crafted mp4 audio file may lead to an unexpected application termination or arbitrary code execution. **A recent privacy complaint** filed against Facebook raises "particular interest" for the Federal Trade Commission. **Adobe** released security updates for Adobe Reader and Acrobat 1-12-10.



Keep  
Your  
Tweets  
Safe

#### TIPS

**1. Know** which accounts are in your network and to whom they really belong. Check out every new follower. If any of the tweets or profile information look suspicious, block them.

**2. Consider** the source of a link before clicking on it. Use a Twitter client like TweetDeck to peek at preshrunk URLs, and understand that there's no way to prevent 100 percent of the drive-by downloads.

**3. Treat** your tweets as public. Don't tweet sensitive information.

**4. Do not** use Twitter as a hook-up venue.

**5. Never** provide your Twitter username and password to anyone.

## SECURITY USER TIPS

- **Do not open or download** any files attached to an email unless you know what it is, even if it appears to come from a friend or someone you know. Some viruses can replicate themselves and spread through email. Confirm that your contact really sent an attachment.
- **Delete chain emails and junk email.** Do not forward or reply to any to them. These types of email are considered spam - unsolicited, intrusive messages that clog up the inboxes and networks.
- **Exercise caution** when downloading files from the Internet. Ensure that the source is a legitimate and reputable one. Verify that an anti-virus program checks the files on the download site.
- **Update your anti-virus software regularly.**
- **Back up your files on a regular basis.** If a virus destroys your files, at least you can replace them with your back-up copy. You should store your backup copy in a separate location from your work files, one that is preferably not on your computer.
- **Keep your computer up to date** by using Microsoft's update web site, as well using Microsoft's free malicious software removal tool, which you can find at <http://www.microsoft.com/security/malware/remov e/default.aspx>.
- If you are in doubt about any potential virus-related situation you find yourself in, you may email us at [support@compumendinc.com](mailto:support@compumendinc.com) or call our office at **863.738.2956**.

### What is Safe Mode?

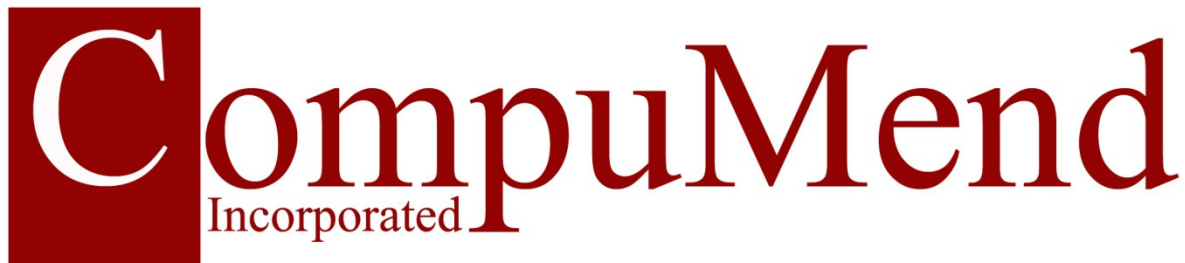
**Safe Mode** starts Windows with the bare minimum of drivers and without any "launch at start-up" programs. It gives you a chance to investigate the problem even when you can't boot fully into Windows. There is also a **Safe Mode with Networking**. It's Safe Mode with additional components enabled to make network connection possible, so you can access the Internet or your network resources. Finally, there is **Safe Mode with Command Prompt**, but it's rarely used.

**In the wake** of Google's announcement that it will stop censoring search results in China, Secretary of State Hillary Clinton on 1-21-10 identified Internet freedom as a major policy principle for the United States, and called on U.S. companies to reject censorship.

**Google's You-Tube** has made its first foray into the online movie- rental business, partnering with the Sundance Film Festival to make the films available for a 48-hour period. **Mozilla on 1-21-10** officially released Firefox 3.6, a release that includes a tighter integration of HTML 5, among other features. **Does Bill**

**Gates have** a little extra time on his hands? Just one day after joining Twitter and re-joining Facebook, the Microsoft co-founder also launched his own Web site, called the Gates Notes. **If you feel your child** is glued to video games, television or the Internet, chances are you're right -- and you're not alone. An updated study released 1-20-10 by the Henry J. Kaiser Family Foundation found that children average 7.5 hours of media consumption per day, an increase of almost two hours and fifteen minutes in five years.

**The 3M MPro150 Pocket Projector** features built-in memory, micro SD card, an application suite, and lithium polymer battery. **Canon is adding** three MFPs and an entry-level photo printer to its PIXMA line.



*Small and Medium Business Computer Consultants*

## Q & A WITH CHRIS WENDEL,

OWNER OF COMPUMEND, INC.

### **Q: How long has CompuMend, Inc been in business?**

A: I incorporated the business in the spring of 2004, and since then I've built the client list to over 200 active clients. And, **I love helping each one of them.**

### **Q: And how have you built that list? Do you advertise?**

A: No, I don't advertise much. A little here and there when an opportunity presents itself. In 2009, the only advertising I did was as a repayment for some donated work I performed, and I didn't even ask for that. The client was nice enough to take it upon itself and do it for me. **I'd say 95% percent of the clients on the list are from referrals. I'm very proud of that.** I enjoy the relationships I've built through this business.

### **Q: Do you have technicians who help you serve your many clients?**

A: I do. I have a couple technicians and a couple office managers. It's a total team project when we take on a new client or when a problem develops. **I don't sub out work. I don't have a database of a bunch of techs to get to do work for me.** I don't know if that's good business or not, but I like that each of the techs is accountable to me. Not that I really have to watch them too closely. I've gone through numerous techs just to find the right personnel. The crew that works with me now is awesome. I'm so excited about having them on my team! They're hard working, professional, and understand what it means to do the job right and to charge a fair fee for that job.

### **Q: Fairness is important to you.**

A: Absolutely. I've taken over so many clients who felt cheated, nickel-and-dimed. It's such a disservice to IT consultants when clients feel that way. The clients become untrusting of IT techs, and it's hard to regain their trust...for the industry in general.

**I don't mark up products.**

**I don't charge extra for work performed at night or on weekends.**

**I don't increase rates for emergency work.**

**I don't do a lot of things other companies do.** That may make me a worse businessman than other IT owners, but that's how I've decided to do it.

### **Q: I bet small business owners appreciate that.**

A. I think they do. I know I would. I'm a business owner too, so I try to use that experience to drive my ideas of what I believe fairness to be. You know, in addition to that, **I don't sell products like high speed Internet connections or third party software.** The companies that do that are then not referring clients to the products the clients need; they're referring their clients to products that make the IT consultant money. I don't think that's consulting. I think that's selling. I want to be free to recommend what I think is best for that client.

### **Q: What industries do you support?**

A. **The quick answer is all of them.** We'll be branching out over the next year, but our typical core is all types of professional business offices, schools, churches, and residential. We also support hotels, manufacturing plants, cabinet designers, contractors, and it goes on. We've even been the outsourced IT for a theme park. So...all of them.