

## August 2013 Inside This Issue...

- The 4-Letter Word That Increases Cash Flow And Saves On Taxes.....Page 1
- Shiny New Gadget Of The Month: IFI (I Found It).....Page 2
- A New Favorite Way Hackers Are Gaining Access To Your Computer.....Page 2
- The Ultimate Guide To Setting Up A "Work From Home System" For Your Staff.....Page 3
- 10 Ideas You Need If You Want To Succeed.....Page 3
- How To Implement And Profit From A Customer Appreciation Schedule.....Page 4
- The Lighter Side: Did You Know?.....Page 4

**The Grand Prize Winner of the June Trivia Challenge was**



**Danielle Brown**

of

**Southwest Valley Chamber of Commerce**

The Correct Answer was:  
*Honeymoon*

### This month's question is:

Which musician died in August of 1977, leaving behind a huge following of fans who still adore him to this day?

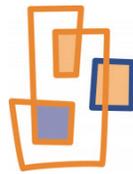
- A. Jerry Garcia
- B. Jim Morrison
- C. John Lennon
- D. Elvis Presley

Be the first to call 623-444-2395 or email me (dave@aztechworks.com) with the correct answer to win a \$25 American Express gift card.



*Dave*

David Carattini  
President and CEO  
Arizona Tech Works



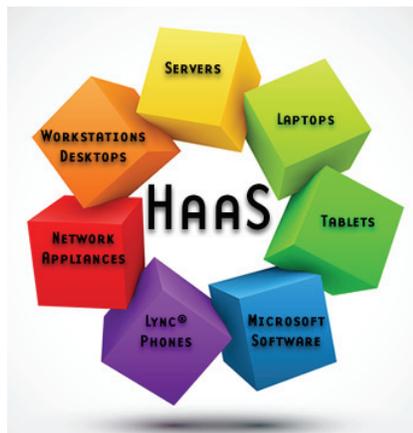
ARIZONA | TECH | WORKS

# TECHNOLOGY TIMES

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

## The 4-Letter Word That Increases Cash Flow And Saves On Taxes

If you dread writing checks for a network upgrade because it hits your cash flow in a big way, then you'll want to look into HaaS or "hardware as a service."



HaaS is becoming a more common option for businesses because it allows you to pay for ALL your IT services – hardware, installation, security, backups, applications, Internet, etc. – as a flat fee service, thereby eliminating the heavy cash-flow hit for upgrading or expanding a computer network and giving you the ability to write off 100% of your IT expenses without having to depreciate those assets over time. Additionally, your IT provider takes total responsibility for the maintenance of your network.

HaaS is particularly popular with startups who need to direct the majority of their cash towards marketing, but many businesses are opting for HaaS over installing a traditional network because:

**1) No More Expensive Surprise Upgrades.** With HaaS, your computers are automatically replaced with new ones every 3-4 years, ensuring compatibility with almost any software refresh. No end-of-lease buyouts of outdated equipment or ever having to re-lease equipment again. Often the operating system (Windows) and Office are upgraded as well.

**2) Warranties Are A Thing of The Past.** With a HaaS program, you get your equipment AND the service included in the monthly cost. Anything that goes wrong with the computer (like the inevitable computer crash just days after your warranty expires) is our problem to resolve. Plus, since HaaS computers are replaced on a regular schedule, you don't have to settle for refurbished parts or old computers for long.

**3) One Easy Invoice.** Purchasing via a HaaS program is like having a condo. You get control of what goes in it, but don't have to worry about maintenance, building code issues, or updating the façade. Everything in one low monthly fee.

**Looking to upgrade equipment while saving cash?  
Call us to learn more about HaaS and find out if it's right for you.**

Get More Free Tips, Tools, and Services At My Web Site: [www.aztechworks.com](http://www.aztechworks.com)

## Shiny New Gadget Of The Month:



### IFI (I Found It)

This day and age we have so many electronics to keep up with. Now there's a simple way to track where you've left them and keep them from getting stolen.

The iFi Systems Smart Tags work like a two way pager between you and your valuables. The iFi utilizes a Bluetooth connection through an app on your iPhone or Droid device. It can easily be attached to a handbag, camera case, or just about anything else you'd like to protect. These Smart Tags can also act as a handy reminder that you've forgotten something or, worse, that your valuables are walking off with an opportunistic thief!

You can attach multiple tags to multiple items and check the status of each one directly from the home screen. You can customize the names and the alert sounds for each item individually, and you can even monitor battery life via your smartphone. Can't find the phone you say? Simply use your tag to track it. The communication system works both ways.

iFi Systems Smart Tags come in both iOS and Android models and the associated app can monitor up to 6 different items at a time. It gives a Google map of where a tag was at the time of separation. You can also set up safe zones, like when you're at your office, so you do not have to endure alerts every time you walk to the water cooler. Get yours at [www.amazon.com](http://www.amazon.com).

## A New Favorite Way Hackers Are Gaining Access To Your Computer

Do you have Java turned on in your web browser? If your answer is "Yes" or "I'm not sure" then it's time to take action to find out. Why? The biggest threat to your computer systems in 2013 (and beyond) is no longer Microsoft Windows - it is Oracle Java.

After 20+ years as the poster child for insecure software, Microsoft's newest operating systems (Windows 7 and 8) have gotten their act together. Cybercriminals like to get the greatest bang for their buck and therefore they're attacking the Java platform because of its huge market share and because it's an easier platform to hack than the Microsoft operating system. Java is now installed in over 1.1 billion desktops and 3 billion mobile phones. That's a big target that is very attractive to hackers. Hackers also love that



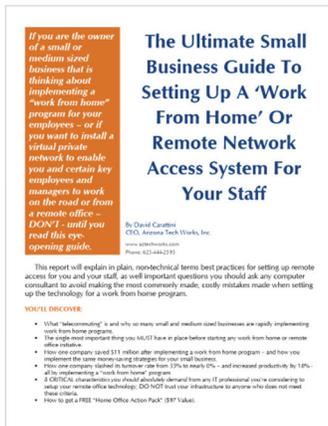
Java is multi-platform, which means it's capable of corrupting PCs running Windows, Mac OS X or Linux. And since many Mac users don't have anti-virus, hackers were able to infect over 600,000 Macs with serious malware via the Java software installed on their machines.

Right now, cybercriminals are aware and exploiting any security flaws in Java that could lead to infections on your computer. There are even automated kits now available to capitalize on any security hole found within days, if not hours of them becoming known. It's not unusual to see hackers use Java as a first attack to weaken the defenses before serving up an Operating System specific attack. Even the Department of Homeland Security suggested that "To defend against future Java vulnerabilities, their users should consider disabling Java in web browsers."

### Here are 3 steps you can take today to minimize your risk:

1. Disable or uninstall Java wherever you can. If you don't need it, remove it.
2. Where Java is necessary, use a separate web browser only used for Java based websites and be sure to patch Java regularly.
3. Have your staff report the first signs of slowness, possible infections and web browser popups to your IT guy as soon as they happen.

# Free Report Download: The Ultimate Guide To Setting Up A “Work From Home System” For Your Staff



If you are thinking about implementing a “work from home” program for your employees, or if you want to install a virtual network to allow your key employees to work seamlessly on the road or from a remote office, DON'T - until you read this eye-opening guide first!

Download your FREE copy today at [www.aztechworks.com/workfromhome](http://www.aztechworks.com/workfromhome) or call our office at (623) 444-2395.

## 10 Ideas You Need If You Want To Succeed

1. Do what you need to do now so you will eventually get to do what you want to do later.
2. Discipline is the ability to get things done regardless of how you feel about doing them.
3. Passion only pays off when channeled into productive effort.
4. Others may believe in you, help you and support you, but ultimately nobody will do it for you. You are responsible for your own life.
5. If you don't do your job any differently than anybody else who does it, you won't get paid more than anybody else.
6. More often than not, you succeed in spite of not because of your circumstances.
7. If you think a little better and work a little harder you will always accomplish more than others.
8. If you can't control it, get over it.
9. If you don't appreciate where you are at, you won't appreciate where you are going.
10. Get clear on what really matters to you and then get busy pursuing it.

If you want more insights into how to turn the ordinary into the extraordinary, go to Mark's site at [www.marksanborn.com](http://www.marksanborn.com)



**Mark Sanborn, CSP, CPAE**, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international bestselling author and noted authority on leadership, team building, customer service and change. Mark is the author of eight books, including the bestseller *The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary* which has sold more than 1.6 million copies internationally. Learn more about Mark at [www.marksanborn.com](http://www.marksanborn.com)

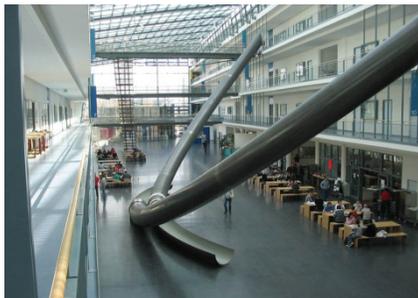


3060 N. Litchfield Rd., Suite 120  
Goodyear, AZ 85395

Phone: 623-444-2395  
Fax: 623-201-2239

Web: [www.aztechworks.com](http://www.aztechworks.com)  
Email: [info@aztechworks.com](mailto:info@aztechworks.com)

## The Lighter Side... Did You Know?



- ◆ A can of diet coke will float to the top of water, but a regular coke will sink to the bottom. (Try it.)
- ◆ The fourth richest man in the world (Warren Buffett) still lives in the house he bought for \$31,500 in 1958.
- ◆ The Munich Technical University has a 3-story slide used for students to get to class faster. (See photo above.)
- ◆ The "I'm Feeling Lucky" button costs Google \$110 million each year.
- ◆ There are already more than 250 cryopreserved (frozen) in the hope that someday technology will be invented to revive them to extend their lives.
- ◆ Peanut butter, under high (very, very high) pressure has the probability to turn into a diamond.

## How To Implement And Profit From A Customer Appreciation Schedule

While it's rare to find a marketing plan for most businesses, it's even MORE rare to find a customer *nurturing* schedule. And given that most people walk around grossly underappreciated, developing a plan to thank and show appreciations for your customers is actually an easy way to stand out. Of course, this shouldn't replace good old fashioned customer service. If you don't deliver extreme value to your customers and treat them as you would like to be treated, then no amount of "nurturing" in the form of gifts, newsletters or other client appreciation will make up for it, right?



So... provided you're already delivering "extreme value," here's a model for you to layer on a customer appreciation plan:

### STEP 1

Divide your clients into 2 or 3 levels. Naturally you should invest more into the clients that are most profitable for you (don't forget to include referrals, connections, assisting you with ideas, etc. in this evaluation).

### STEP 2

Create a budget for this. I recommend 2-6% of what they are spending. If you're worried about the extra cost, just build it into your price. Besides, this cost will come back in multiples.

### STEP 3:

Create a schedule of every other month to deliver something new. Ideally this something would be unique to you and your client and not just a random gift. **FREQUENCY:** You might plan on sending all your "A" clients a gift 6 times a year, "B" clients a gift 4 times a year and "C" clients once a year.