



THE RHODENIZER REPORT

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www.rhodenizer.com

INSIDE THIS ISSUE:

THE EXPENSE OF URGENCY 1

NEW CPU MEANS LOWER PRICES 1

CUTTING COSTS WITH CLOUD COMPUTING 2

QUESTIONS FROM THE INBOX 3

BLACKBERRY BOLD FROM AT&T 4

ABOUT RHODENIZER IT 4

THE EXPENSE OF URGENCY

We usually pay more when we're in a hurry. I recently had to take a ride in an ambulance to the hospital. To make a long story short, the bill for that four mile ride was about \$600. Price somehow becomes unimportant when the need is urgent.

Accidents happen. Some things can't be avoided. But, those who engage in risky behavior can expect to pay more for their higher numbers of "urgent need" occasions. I'm not just referring to sky divers and bull fighters. I'm talking about the difference between a "proactive" and a "reactive" mindset, and what it can cost.

Do you call the exterminator to treat your house so it won't get termites? Or, do you make that call only after you've discovered termites eating your walls?

Do you change the oil and rotate the tires on your car regularly? Or, do you wait until it has a problem and call a tow truck?

The average cost of prevention in most cases can't compare to the inevitable expense of neglect. Unfortunately, this is not obvious to many business owners when it comes to computers. Some rely heavily upon PC's for daily business operation, yet never think about planning and maintenance.



Viruses, spyware, trojans, and all sorts of malicious programs infect home and business computers every day. A recent survey by AOL found that, unbeknownst to users, over 80% of all PC's are infected with some type of malware. These parasite programs pose threats that range from monitoring web viewing habits, to (Cont. P. 2)

THE TAKE-AWAY POINTS:

- Proactive planning & PC maintenance vital.
- PC's with last year's top CPU going cheap.
- Shared data center resources affordable now for everyone.
- BlackBerry Bold is fast but still too expensive.

NEW CPU MEANS LOWER PRICES



Intel® Core™ i7 processor

There's a new "king of the hill" in the world of computer processors. Intel has released the

new Core i7 series of CPU chips to rave reviews by IT pros.

So, how does that affect you as a small business owner? This means that yesterday's "king of the hill" is going on sale. If you have been contemplating the purchase of a new computer, I predict you'll see some outstanding bargains after this holiday season is over if you know where to look.

Expect desktop PC's with Intel's

Core 2 Duo or Quad Core processors to drop in price significantly in the first quarter of 2009 as these Core i7 models take center stage.

For the best deals on new or used PC's, check out the "Cliff's Picks" page of my website. You can also send me an e-mail from the website and I'll be glad to tell you where I've found the best prices on specific items you're looking for. - C. R.

CUTTING COSTS WITH CLOUD COMPUTING

Small businesses that could only dream of one day having their own data center can now share some of the largest modern data center resources in the world with fellow subscribers. And, now that many companies are cutting IT budgets and laying off workers, the idea of cloud computing has become an even greater attraction.

Benefits are the economy-of-scale savings, the relief of not having to deal with maintaining and protecting their own servers, and a built-in remote access solution for scattered work groups.

Over one million businesses are now saving big money by dumping their old servers and moving shared files online. Google Apps, a collection of applications for word processing, spreadsheets, e-mail, and presentations, runs

on servers in Google's data centers around the world. Anyone that signs up for a free account can create their own Google group, organize shared files, create shared calendars, and invite others to collaborate. Most pay nothing, while others opt to pay \$50 a year for the optional advanced features.

Larger businesses are also joining in. Genentech has 17,000 employees and now enjoys the benefits of having someone else maintain the servers their company uses for shared information across multiple locations.

While security concerns would make the Cloud a less desirable alternative for some types of businesses, others see the cost savings in light of current economic conditions as the driving factor to consider.

Is this the time for you to move your business into the Cloud? Perhaps. It depends upon the applications you need for your business. If your needs are mostly e-mail, documents, and spreadsheets, you may want to open an account and start trying it out. (It's free, so why not?)

If QuickBooks is holding you back, look at Intuit's online QuickBooks subscription as an alternative to their desktop software.

An experienced IT pro can evaluate your business needs and help you weigh your options. If going to the Cloud will result in a significant reduction to your expenses, it's well worth having your IT pro guide you there with a migration plan, as well as a contingency plan for backing out if needed. For more info, go to www.google.com/apps.



"If going to the Cloud will result in a significant reduction to your expenses, it's well worth having your IT pro guide you there."

THE EXPENSE OF URGENCY (CONT.)

(Cont. from P. 1) scouring PC's for personal information, then taking control to launch attacks against others (which owners could be liable for).

Don't assume that you would notice such an attack if it were happening to you. The worst root kits and Super-Trojans today merge themselves into the Windows operating system and remain undetected by the most popular antivirus programs.

Also, over 90% of businesses that lose their data in a disaster because they were unprepared never recover. Most go out of business within one year. Insurance can replace hardware and software, but no amount of money can buy back your lost information. Could you be one lightning strike away from losing your business?

A disaster recovery plan is the step-by-step guide you'll

need to reconstruct your business quickly in case of fire, flood, theft, tornado, etc.

The time to plan for an emergency is before it happens. And, having a plan in place is the cheapest insurance you can buy.

Proactive maintenance and planning greatly reduce the risk of having to pay a far greater cost for being unprepared. - C. R.

"The average cost of prevention in most cases can't compare to the inevitable expense of neglect."

QUESTIONS FROM THE INBOX

Q— “The office supply stores carry only PC’s with Windows Vista. Is that my only choice now?”

A— No. You’re going to the wrong stores. Office supply stores are for office supplies, computer stores are for computers. This is why I don’t buy motor oil at convenience stores or service stations. The selection is limited and the prices are too high.

You can still get Windows XP Pro on some new and very nice refurbished PC’s if you know where to look. You can also expect to pay half as much for these as you would for similarly equipped retail PC’s with Windows Vista.

I occasionally work with a few local shops that often have some great deals in stock. I can also refer you to a few online shops that have great deals and fast shipping. Just send me an e-mail that describes what you’re looking for and I’ll tell you where you can find it.

Q— “I would like to cancel my AOL and get a free e-mail account like you mentioned, but I can’t lose all my addresses and AOL favorites. My husband’s IT guy says that AOL keeps these locked so I can’t take them with me. Is this true?”

A— Not any more. They are in a proprietary format, which

AOL uses to try and hold you captive. But, thanks to some clever software engineers at Connected Software, there is a conversion program called *ePreserver* that makes it easy to break free.

First, sign up with Gmail, Yahoo, or whoever you want a free email account with and get your new e-mail address and client setup information.

Then, go to this website: www.connectedsw.com and click on *ePreserver* to buy the \$24.95 license key and download the software.

Install the program, enter your AOL screen name and password, click “Next” five times, and choose whether you want to use Outlook, or Outlook Express as your new e-mail client. It also transfers your address book and creates browser bookmarks from your AOL Favorites.

Then, using the information provided by your new e-mail service, setup your chosen client program and begin sending e-mail through your new account. Next, e-mail everyone in your new address book (or Contacts) advising them of your new e-mail address.

Finally, send AOL a goodbye letter and watch your credit card statements for the next several months. Others have had trouble getting AOL to stop charging them after cancelling their service so be

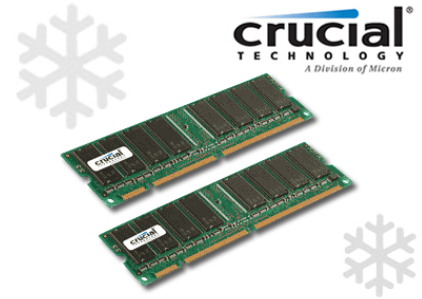
prepared to dispute charges or even cancel your credit card if they won’t co-operate.

Q— “I would like to add more memory to my PC. I can see the memory module slots on my motherboard and I can install the modules myself. I just don’t know what kind I should get.”

A— No problem. Just go to the “Cliff’s Picks” page of my website and click on “Crucial Memory Upgrades”. On the page that comes up next, click “Scan My System”. Let the scanner program run on your PC and it will tell you exactly how much memory your computer can hold, what you have installed, and what kind to order. You can even order what you need directly from that site.

I’ve used this many times and never had a problem. Crucial makes top quality memory modules and their prices are among the lowest I’ve found anywhere. They ship fast and have excellent customer service. Let me know if you have any trouble.

E-mail your questions to:
questions@rhodenizer.com



“... It will tell you exactly how much memory your computer can hold, what you have installed, and what kind to order.”

BLACKBERRY BOLD FROM AT&T

I really like my BlackBerry Curve 8310 and it greatly enhances my productivity, but the more I've gotten used to it, the slower it seems to respond. Sometimes it takes 30 seconds or more to pull up a web page or a map of my GPS location.

I had read several reviews about the new BlackBerry Bold 9000 so I decided to go try one out. Immediately, I was impressed with the improved display quality and stepped up processor speed. The speakerphone quality was also improved. This BlackBerry does everything

mine does, but better. It also uses the superior download speed of AT&T's 3G wireless network (where available) instead of EDGE (which all other BlackBerry's use). The camera takes still shots as well as motion video, and the enhanced web browser displays web pages much better. It even displays e-mail messages in HTML format so you can see the text and graphics as they would appear on your PC.

However, the AT&T store display unit had problems locking up at times while I was testing it. I was also

taken back by the price. While it is faster than mine... It's not that much faster.

I'm not denying the fact that this is a very nice BlackBerry, and I want it. But, my practical side is telling me to wait until the battle between the BlackBerry Storm and the iPhone beats down pricing on both sides and the Bold eventually has to follow suit in order to remain competitive.

I would also give them a few more months to get the bugs worked out. I'll plan to take another look at the Bold in the spring of next year. - C. R.



BlackBerry® Bold™

No Commit Price - \$549.99
2-yr Contract Price - \$399.99
Mail-in Rebate - \$100.00
Price After Rebate - \$299.99

ABOUT RHODENIZER IT

We are a different kind of IT service provider. We don't resell any hardware or software. We find the best deals on what you need and pass the savings along to you.

Our mission is to help small businesses reduce expenses, increase productivity, and safeguard private information.

It's about more than just fixing computers. We also

provide IT consulting and services that include finding the best solutions to your business problems.

We work with clients to prepare disaster recovery plans that ensure their critical data remains safe, yet easily accessible. Additional benefits include money-saving ideas for managing your computer resources and planning for future business expansion.

We have the training, experience, and know-how to provide the right solutions for your needs, and your budget.

Just call to schedule your **free initial consultation with no risk, and no obligation.**

Tell me about your computer needs or IT issues. I'll recommend a course of action that makes sense for your situation at no cost to you. What have you got to lose?

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