

# THE HAWK I V I E W



Hawk iSolutions Group, Inc.

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Holiday Greetings from HiSG!

John, Michele, Judy, Matt, John



## 5 Things You Should Know Before Buying a New Computer

When you are ready to buy a new computer, one of the first questions you may ask yourself is, "Where can I get the best deal?" Obviously you don't want to pay more than you have to, but there are other considerations besides price that you should consider before making your decision.

If you shop the local electronics superstores for weekly specials, you can easily get a standard machine at a good price. This option would work best for you if you're not too picky or if you don't have any special requirements for gaming, graphics, or special software requirements.

If you buy over the Internet from a major manufacturer such as Dell or Gateway, you'll get more choice and customization on the components, chip speed, RAM, hard drive size, and video components, but you'll pay a **slightly higher price.**

The biggest downside to buying online is that you'll have a hard time getting technical support if something goes wrong. You face the prospect of paying someone like HiSG to fix a warranty-covered machine simply because the manufacturer is making it next to impossible to get the problem taken care of. In many cases, these companies have help desk people located in countries outside of the US, which means you might have a hard time communicating with them, or getting to a supervisor.

Sometimes only a component (like the hard drive) will go bad. When this happens, you'll have to ship the entire machine back to the manufacture and wait a couple of weeks for them to repair it and ship it back. You also run the risk of losing all your data and configurations unless you have a reliable backup.

If you have special requirements, need help in selecting a machine, or if service before, dur-

ing, and AFTER the sale is important, then you'll want to buy from a local shop like Hawk iSolutions Group, Inc.

### Here Are 5 Big Reasons To Buy Your Next PC From Hawk iSolutions Group, Inc.:

1. You'll get a senior technician who will take time to explain your options, answer your questions, and help you make a good buying decision based on what YOU need, not what I have to clear off my store shelves. If you buy from an electronics superstore, there's a good chance you'll end up talking to a teenager working on commission who doesn't have any real technical expertise. Since they don't offer custom-built machines, they will try to talk you into buying whatever they have in-store which may not necessarily be the best choice for your specific needs. If you buy online, you'll get very little or no help in selecting the right combination of components and options, so this works best **ONLY** for those individuals who really know what they are buying.

2. Superior technical support and service after the sale. If you've ever dealt with a manufacturer's technical support in the past, you know how frustrating it can be. After waiting on hold for days, you'll end up speaking with a "technician" who doesn't have a clue. Most of the time they're reading from a script and taking you through a series of system checks you could have done on your own. Whenever you have a problem with a machine that you purchased from us, we'll troubleshoot it. Plus, you won't have to wait on hold when you call, which brings me to another point...

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# Business Software Alliance (BSA) Scares Small Companies By Playing Software Cop

“BSA Scares Small Companies by Playing Software Cop” was the story on page C1 of the Business Section of the St. Louis Post-Dispatch on Tuesday November 27, 2007. You can go to our web site (<http://hawkisg.com/IT-Blog/>) to find the full article.

The story relates to the plight of a small business in Galveston, Texas, who was pursued by the Business Software Alliance (BSA) for \$67,000 for software license infringement.

BSA is a copyright-enforcement watchdog for companies such as Microsoft, Adobe, and Symantec. BSA received \$13 million in software violation settlements in North America in 2006. Of that amount, almost 90% came from small businesses. The small business community is the focus because abuse is widespread and small companies have fewer resources to muster for defense.

And don't think it is only blatant pirates who are pursued. The owner of the Galveston company settled for \$40,000 explaining that he was not malicious in the violations he was accused of, but the situations were “a lack of knowledge and sloppy record-keeping” compounded by employees installing unauthorized software on company computers.

Small companies don't “fly under the radar” because of their size. Owners need to be aware of the license agreements (and enforcement), ensure proper use by their employees, and maintain excellent records of purchases. Don't make purchases of products that are “too good to be true”; that should raise a flag.

Here are some simple suggestions:

1. Buy from authorized resellers
2. Make sure you have receipts for purchases
3. When possible, use the on-line licensing offered by software companies
4. Implement a Corporate Computer Use Policy
5. Periodically inventory the software installed on your company computers



When you purchase from Hawk iSolutions Group, Inc., you are working with a company that is trained to understand the license agreements for products we sell. You will receive an invoice with product identification and, when known by us, we will include the product key on your invoice. In addition, we recommend that you acquire licenses through programs that utilize on-line record-keeping. For instance, Microsoft has a website that records the purchases your company makes using one of their license agreements. This information is always available to you if you are ever the subject of an inquiry.

HiSG can also assist you in the procedures that expose your company to license violations. By having a documented “Corporate Use Policy” and technical monitoring, you can further protect your company from unauthorized activities. Call us to find out how we can assist you.

## You Had To Ask...

**Worker to Boss:** “I'd like a raise.”

**Boss:** “I would like to give you one but in the fiscal gridlock of this overwhelmingly competitive economy, it would be monetarily unsound and irresponsible to escalate the underlying overhead of the currently productive infrastructure before maximizing the outflow contribution to the distribution network.”

**Worker:** “Uh, I don't get it”

**Employer:** “Exactly”

*As retold from “Good Clean Jokes,” by Anne Kostick, Charles Foxgrover and Michael J. Pellowski*



The Lighter Side:

## Kind Things To Say When Someone Gives You A “Special” Gift...

- ◆ “Hey, there’s a gift I would have never thought of buying for myself!”
- ◆ “Boy, if I had not recently shot up four sizes, that would have fit!”
- ◆ “Gosh, I hope this never catches on fire! It is fire season you know...there are lots of unexplained fires happening...”
- ◆ “I love it—but I’m afraid wearing this will only inspire jealousy in others so I’ll have to keep it hidden away.”
- ◆ “Boy! This is perfect... for my summer house!”
- ◆ “I’m so glad you gave me this! The dog completely destroyed the last one I had...let’s hope he doesn’t get to THIS one...”
- ◆ “I really don’t deserve this. Really.”
- ◆ “Wouldn’t you know...it’s just my luck that this is the year I vowed to give all my gifts to charity!”
- ◆ “I love this, but I’m highly allergic to it.”
- ◆ “Well, well, well... what do we have

## Shop Online Safely With A Virtual Credit Card

With the holidays here, I’m sure you are doing some of your shopping online. After all, who likes being stuck in mall traffic jams, going out in the cold, and standing in long checkout lines?

However, with identity theft and online scam at an all-time high, you may want to consider “virtual credit cards” to ensure a safer shopping experience. Citibank, Bank of America, and Discover all offer virtual credit card numbers that have spending limits. Once the limit is reached, the card will decline and the transaction will be rejected. This will prevent someone stealing your card and charging large amounts.

**“You can have everything you want  
in life if you’ll just help enough  
other people get what they want.”  
- Zig Ziglar**

**We believe that Zig is absolutely correct—and during the holiday season, we want to take a moment and thank everyone who has helped us this year. We look forward to helping you get what you want—or at least eliminating your computer problems!**



## Creating Guest Accounts For Visiting Relatives

The holidays are right upon us and there’s a good chance some of your relatives will want to use your computer while visiting. If you want to give them access but don’t want them viewing your personal files, then you’ll need to set up a guest account. This will give them access to your programs, but not to your personal files. Here’s how...

Click the “Start” button then “Control Panel”. Double-click “User Accounts”, then click the “Guest Account” button. On the next window, click “Turn on the Guest Account”. That’s it! The next time you log on, you’ll be given a choice of your regular accounts or the Guest Account. Just have the in-laws select the Guest Account and your files are safe from their prying eyes. If they’re really nosy, put a password on your account. Simply go back to the “User Accounts” window and click “Change an Account”. Choose your account, then click “Create a Password”. Enter the password twice, and a hint if you like. Finish by clicking “Create a Password” and repeat those steps for any account that you want to protect.



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**IT Solutions...helping  
build your business!**

## Services We Offer

- PC repair and troubleshooting
- Printer repair and troubleshooting
- Disaster recovery
- System back ups & data protection
- Virus protection & removal
- Network security
- E-mail & Internet setup help
- Wireless networking
- Consulting & support
- One-on-one computer training
- Hardware Sales

### ATTENTION SMALL BUSINESSES:

Get all of the computer support you need without the expense of hiring a full time IT staff. Ask about our Small Business Computer Support Program.

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3. If you need technical support on a computer that you bought from us, you won't go through "voicemail-jail" or be transferred to another country. You actually get to speak to a friendly, *local* technician.

4. We'll set up your e-mail account, Internet access, check your virus protection, set up your firewall, and other preferences and settings. When you buy from a superstore or online, it's up to you to configure your new machine.

5. We'll look at your old PC to verify if it is just needs a little make-over. Maybe you just need more memory and a video card added. If you simply want to "upgrade" your PC to save a few dollars, we will gladly do it for you, with the solution being in your best interest. This is something that no other store or online supplier will offer.

**The bottom line is this:** if you are shopping solely on price and aren't too picky, then watch the weekend papers for sales at your local electronic superstore. They can offer a great price on a standard machine. Usually you can save anywhere from \$100—\$200 buying this way.

For semi-customization at a decent price, check the Internet. There are hundreds of online resellers offering PCs at competitive prices.

For the best customization, service, and support after the sale, buy from Hawk iSolutions Group, Inc. You'll pay a little bit more but we'll make sure you get exactly what you need without any hassle or problems.



"I've put on a lot of weight, but I'll lose it all in the Spring."

### I'd Love To Hear From YOU!

Is there an article or a feature you would like me to include in this newsletter? Do you just want to sound off about something or share your opinion with my other subscribers? Let me know!

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