

# TECHNOLOGY TIMES

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

## Is Your Old, Outdated Phone System Causing You More Problems Than It’s Worth?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.

The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

### Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

1. Drastically reduces your phone bill. If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. Eliminates expensive technician visits. These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
3. FREE voice mail, auto attendant, call processing, automatic call distribution. New VoIP systems come with all features included. À la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

### Free Phone Audit Shows You How To Save \$1,000 to \$3,000 Guaranteed In 2015

If you currently have an old PBX legacy system, sign up to receive a Free Phone Audit and we will come out to your office and do a complete communications analysis for your company. At the end of our audit, we’ll summarize our findings and show you exactly where we can save you a bundle this year.

Call our office today at 703.991.0101 x 2 to get started or visit us at [www.grstechnologiesolutions.com/services/cloud-voip/](http://www.grstechnologiesolutions.com/services/cloud-voip/)



TECHNOLOGY SOLUTIONS

We are proud to announce that we changed our company’s “Doing Business As” from **Geeks R Us** to **GRS Technology Solutions**.

March 2015  
DC, MD & VA

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**Executive Business Phone**  
Panasonic KX-UT670 VoIP  
touchscreen, HD Video & Audio.

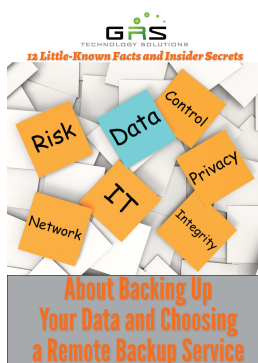
## Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

1. **Mention: Google Alerts for the social web.** [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
2. **Buffer: Social media publishing plus powerful analytics.** [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
3. **Feedly: Content discovery.** Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
4. **Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
5. **Zapier: Link favorite social services.** [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.
6. **Bottlenose: Intelligence for social networks.** [Bottlenose](#) features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
7. **Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. [Followerwonk](#) breaks down your followers into demographics so you can understand them better.
8. **Quintly: Social analytics for brands.** [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

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**FREE REPORT: If you are still relying on tape drives, external... hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.**



### You will learn:

1. The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
2. 7 critical characteristics you should absolutely demand from any off-site backup service.
3. Where many backups fail and give you a false sense of security.
4. The #1 cause of data loss that businesses don't even think about until their data is erased.

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## Shiny New Gadget Of The Month:



### iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at [www.SkyMall.com](http://www.SkyMall.com)!

# March Offer :Rent Panasonic Phones for as little as \$1/month

GRS has teamed up with Panasonic, Cisco, and Polycom as an official strategic partner to offer a comprehensive suite of Unified Communications (UC) products and services. Within that partnership, GRS offers rental phones for as little as \$1 a month. (No upfront cost to upgrade your phone system)

PHONE		RENTAL*
KX-UT123B	Basic 2 Port SIP Phone	\$1.00
KX-UT123B	Basic 2 Port SIP Phone w/ Power Supply	\$1.50
KX-UT248B	Standard SIP Phone	\$7.50
KX-UT248B	Standard SIP Phone w/ Power Supply	\$8.00
KX-UT670	Standard SIP Phone	\$11.35
KX-UT670	Standard SIP Phone w/ Power Supply	\$12.00
KX-A239	Power Adapter for UT Phones	NA
KX-A422	Power Adapter for UT670 Phone	NA
KX-UTG200B	PoE Only	\$4.25
KX-UTG200B	w/ Power Supply	\$4.75
KX-UTG300B	PoE Only	\$5.75
KX-UTG300B	w/ Power Supply	\$6.25
KX-UTA336B	Sidecar-KEM	NA
	Power Supply for UTG Phones	NA
KX-TGP500	w/ Power Supply	\$4.50
KX-TGP550	w/ Power Supply	\$6.50
KX-TPA50	w/ Power Supply	NA

For more info or to start renting, call us today.  
**703.991.0101**



### Unlimited Options

Typically, on-premises solutions (and some other hosted solutions) charge separately for specific features and the number of users. With these companies, a charge is incurred for the voicemail feature and the amount of voicemail boxes used, separate from their basic phone service.



Unlike these pricing models, GRS offers you unlimited voicemail boxes, auto attendants, dial plans, conference bridges, local and long-distance calls, schedules, playlists, messages, and more in the all-inclusive, monthly price. Create exactly what you need; it's all included.

## Internet Vigilance

Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

### What can you do? Stay vigilant.

**Visit web sites you know and trust:** This is the simplest and most effective way to keep safe.

**Keep your web browser and computers up-to-date with the latest patches and security updates:** While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates!

**Know web sites you input personal information or credit card information into are secure:** Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are **not** on a secure web page.

**Make web sites you visit more secure:** Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.



### Who Wants To Win A \$30 Gift Card?



This month's trivia question. The winner will receive a gift card to Amazon.

#### Question:

To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?

- a) Eat a grape b) Take a sip of wine c) Clap your hands d) Light a candle

E-mail us right now with your answer!

newsletters@grstechnologiesolutions.com

## The Lighter Side: Cake, Presents & Embezzlement



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons and presents stacked to the ceiling. No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval. The lavish party raised eyebrows and led to a review of the office manager's accounting practices. Turns out Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies. Next time, buy a card; it's much less suspicious.